

16 February 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  
Revised Application for Signage Approval

Dear Beige:

We are submitting updated materials for proposed new signage and façade renovations to 1725 – 1727 Walnut Street. We have revised our proposal by eliminating the banner sign and reducing the size of the marquee sign.

The two building 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 an illuminated marquee and sign.

The proposed sign for Aritzia has been reduced in area from 20 SF to 17 SF and has been pulled in from the sides of the Marquee, as recommended by the Signage Committee. The updated sign data is as follows:

- Sign A: Marquee Sign, 22" x 111.5" (17 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.

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:

| <b>SIGN</b> | <b>STATUS</b> | <b>TEXT</b>  | <b>TYPE</b> | <b>Proposed<br/>SF</b> | <b>LF</b> | <b>Allowable<br/>SF</b> |
|-------------|---------------|--------------|-------------|------------------------|-----------|-------------------------|
| A           | Proposed      | ARITZIA      | Marquee     | 17                     |           |                         |
| C           | Proposed      | TENANT (TBD) |             | 18                     |           |                         |
| D           | Existing      | Steve Madden |             | 21                     |           |                         |
| E           | Existing      | LOFT         |             | 43                     |           |                         |
| F.1         | Existing      | LOFT         |             | 3                      |           |                         |
| F.2         | Existing      | LOFT         |             | 3                      |           |                         |
|             |               |              |             | 105                    | 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





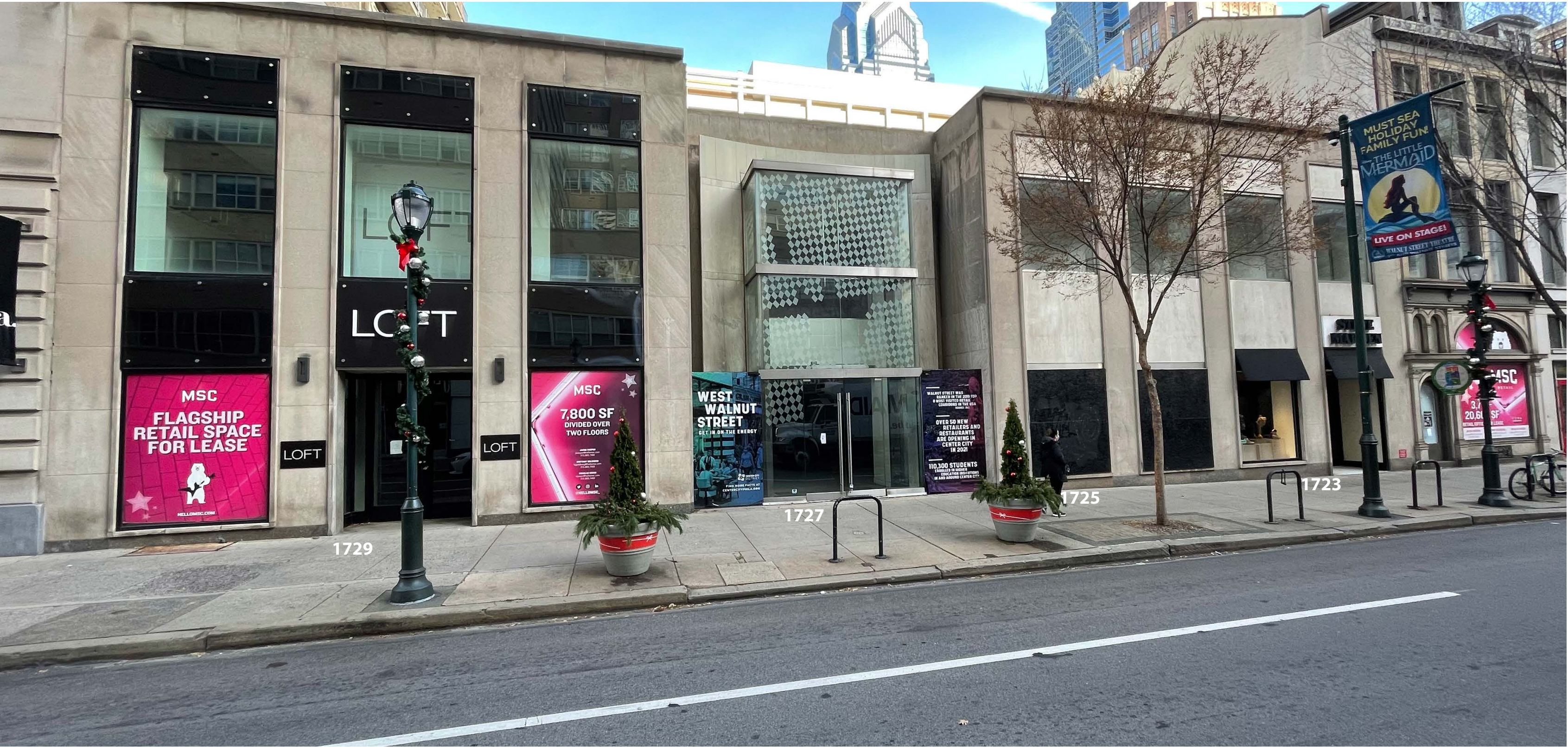
# ARITZIA FACADE RENOVATIONS & SIGNAGE

1725 - 1727 WALNUT STREET | PHILADELPHIA, PA

ATKIN OLSHIN SCHADE ARCHITECTS  
16 FEBRUARY 2022  
PCPC/ ART COMMISSION SIGNAGE SUBMITTAL



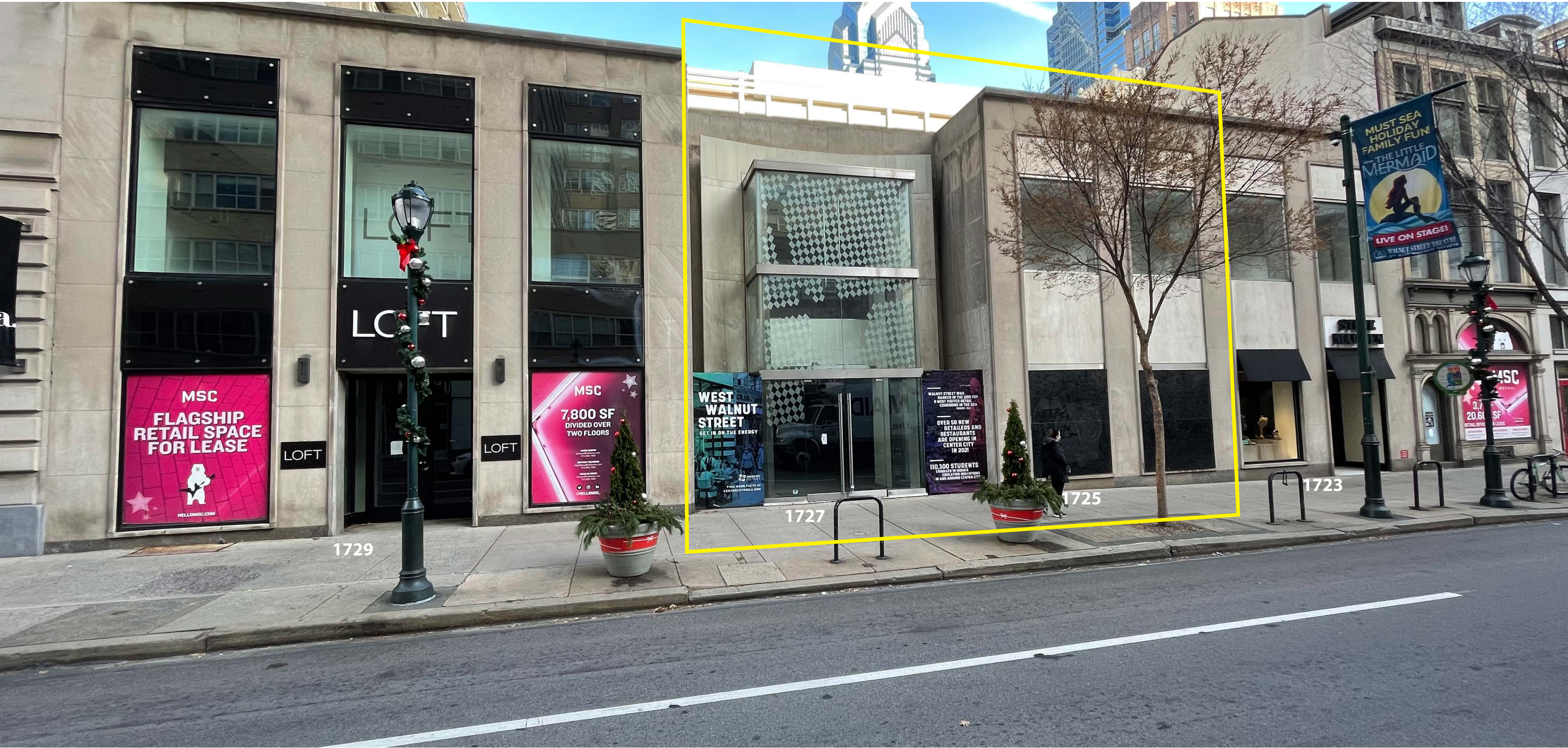
EXISTING CONDITIONS



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



EXISTING CONDITIONS | WORK AREA



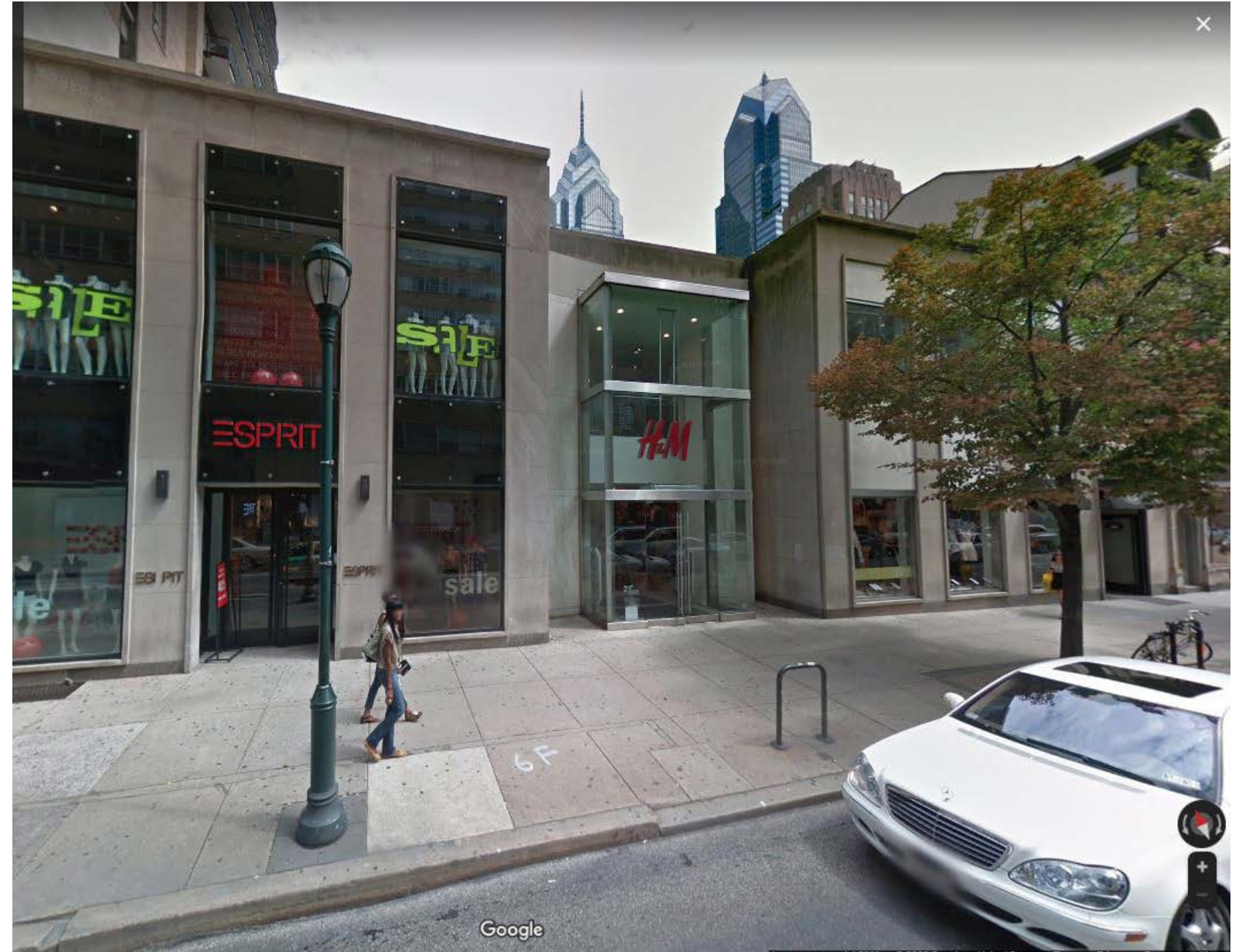
Existing - 1729, 1727, 1725, and 1723 Walnut Street



# 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



TENANT DELINEATION



1729

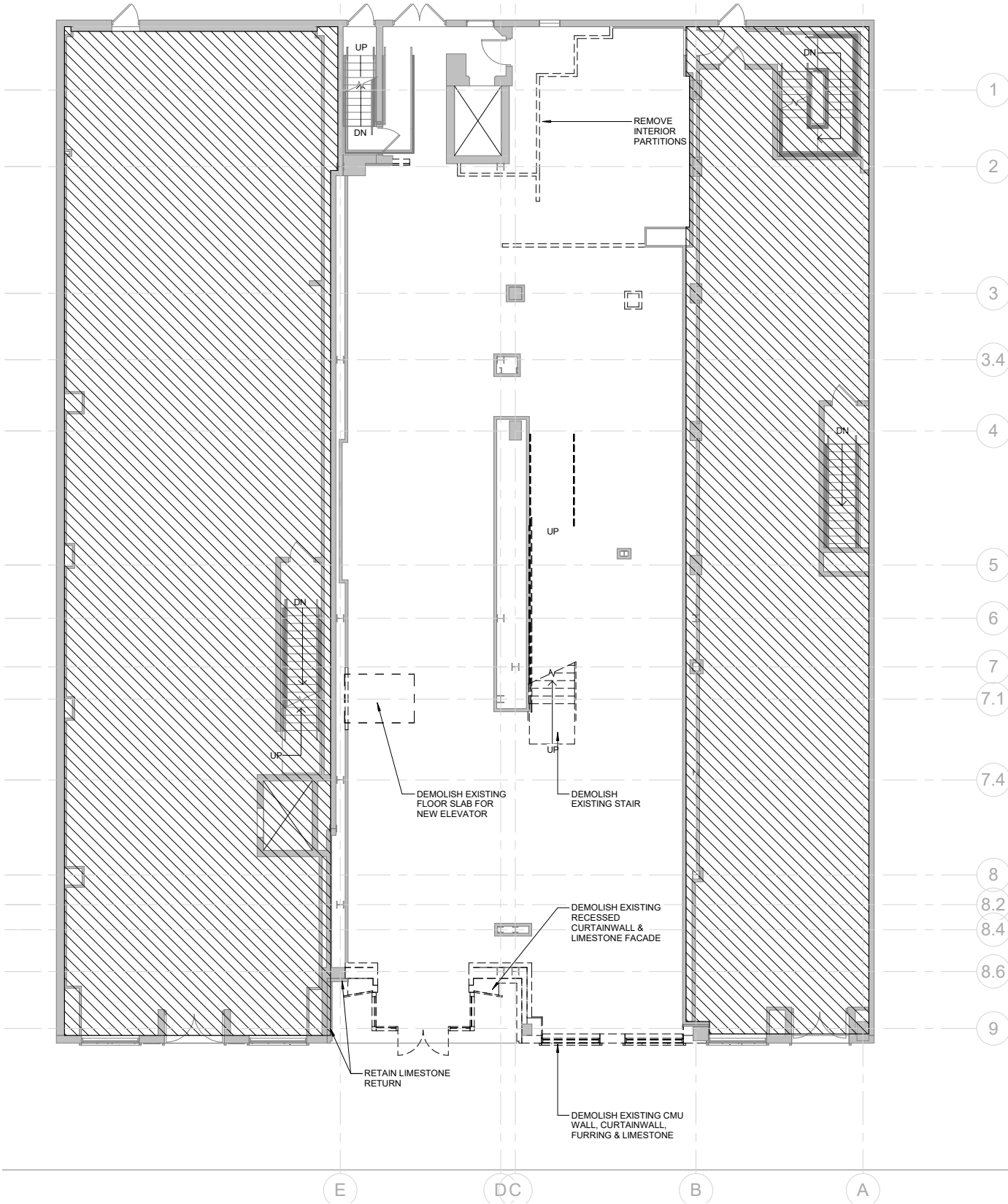
1727

1725

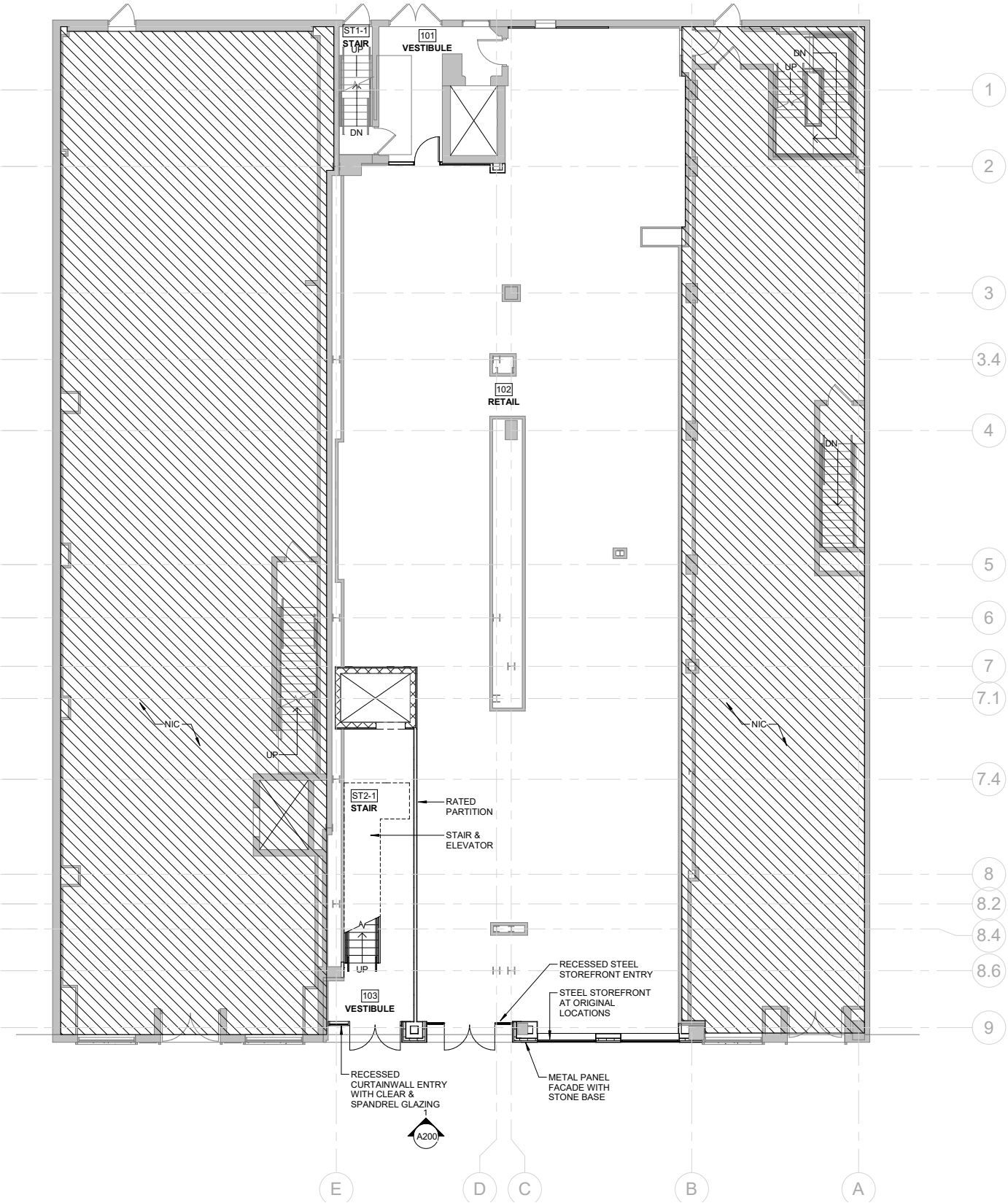
1723



BUILDING PLANS



Existing 1st Floor Plan



Proposed 1st floor plan



# ARITZIA STANDARD FACADE MATERIALS



Aritzia Store, Bloor Street, Toronto



Vertical Stack Bond Brick



Glen Gery St. Cloud, Linen Series, White



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



1729

EXISTING TO REMAIN

1725 - 1727

PROPOSED NEW FACADE

1723

EXISTING TO REMAIN



PROPOSED PERSPECTIVE  
LOOKING NORTHEAST ON WALNUT STREET



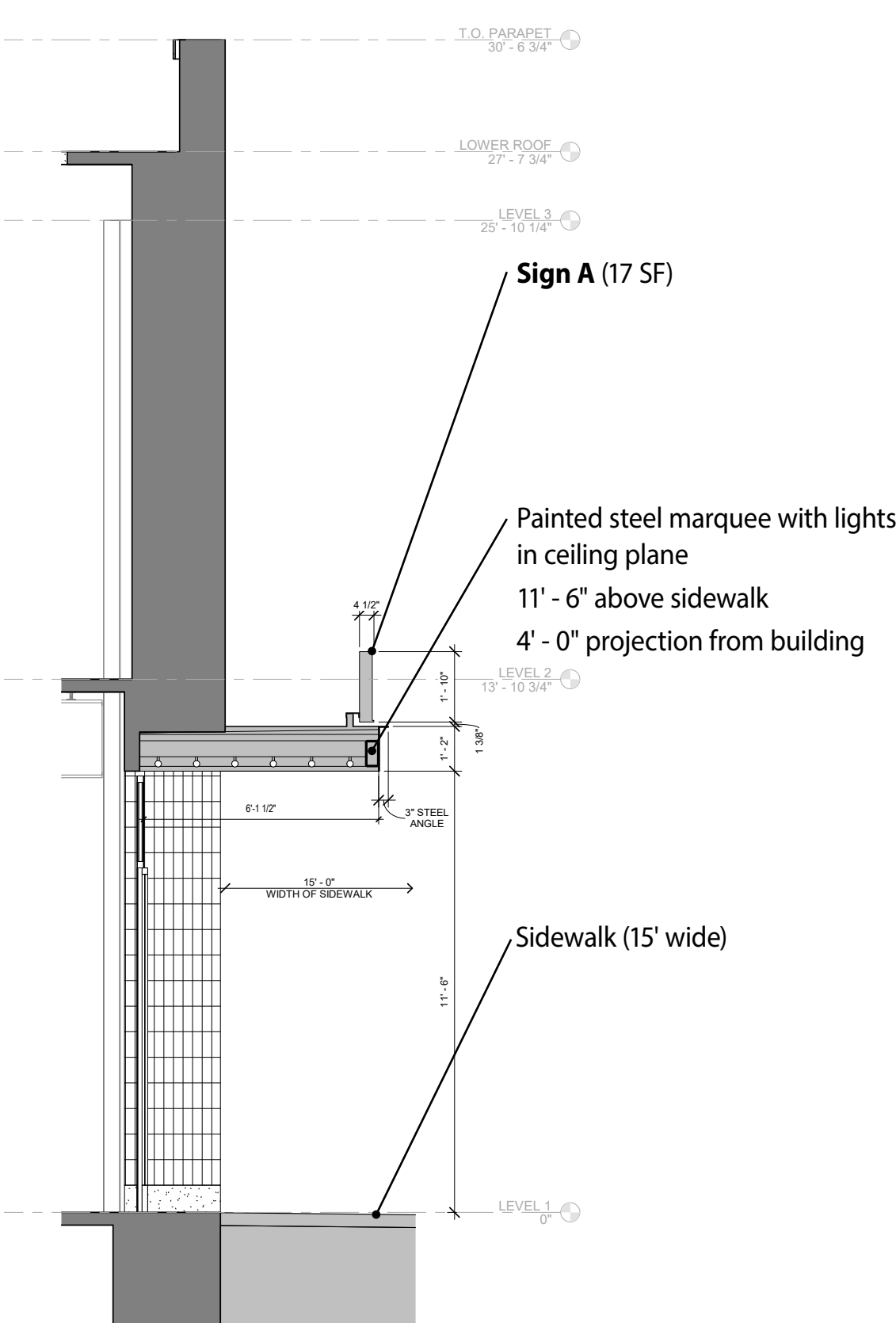


# PROPOSED ELEVATION | SIGNAGE

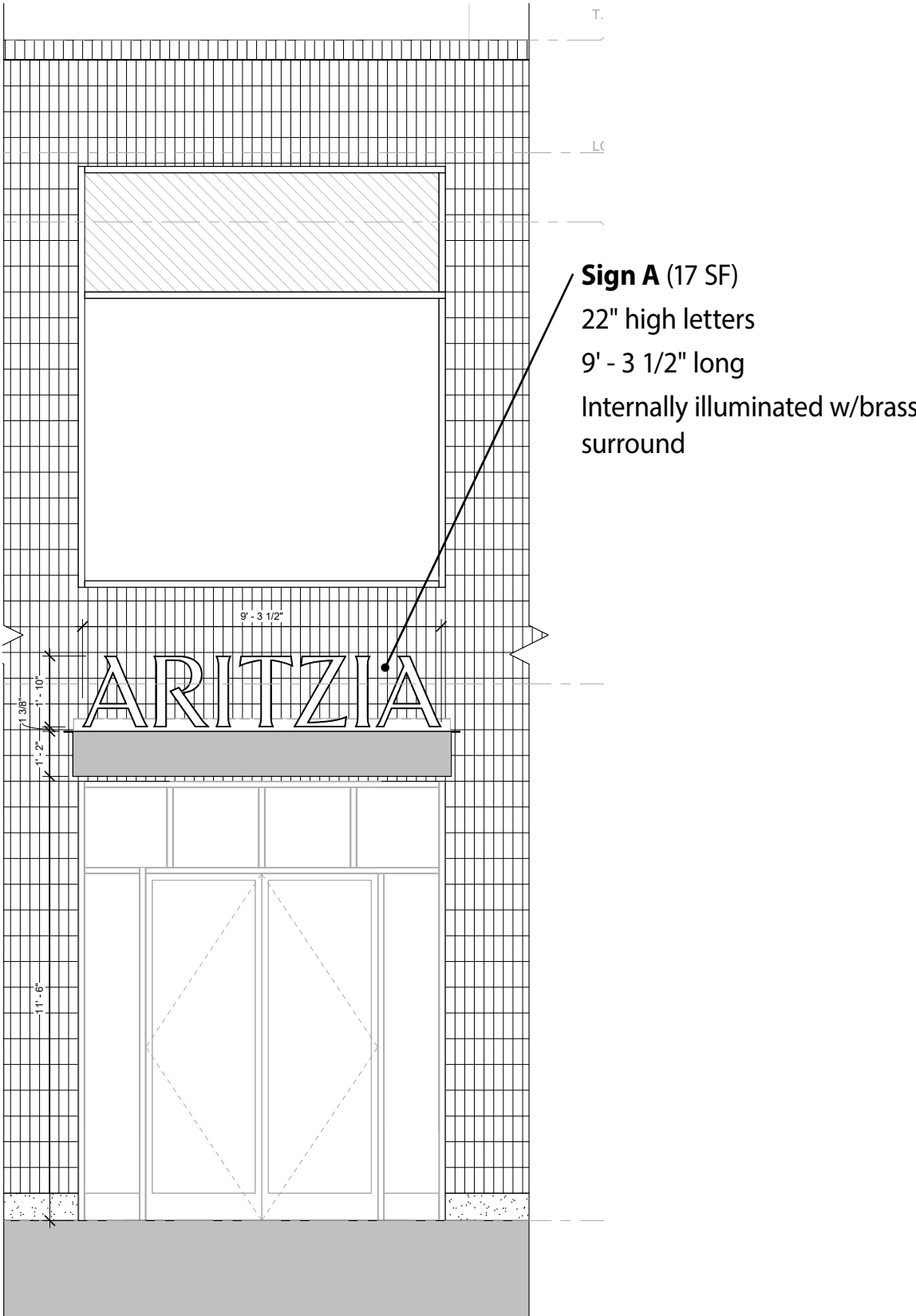




# SIGNAGE DETAILS



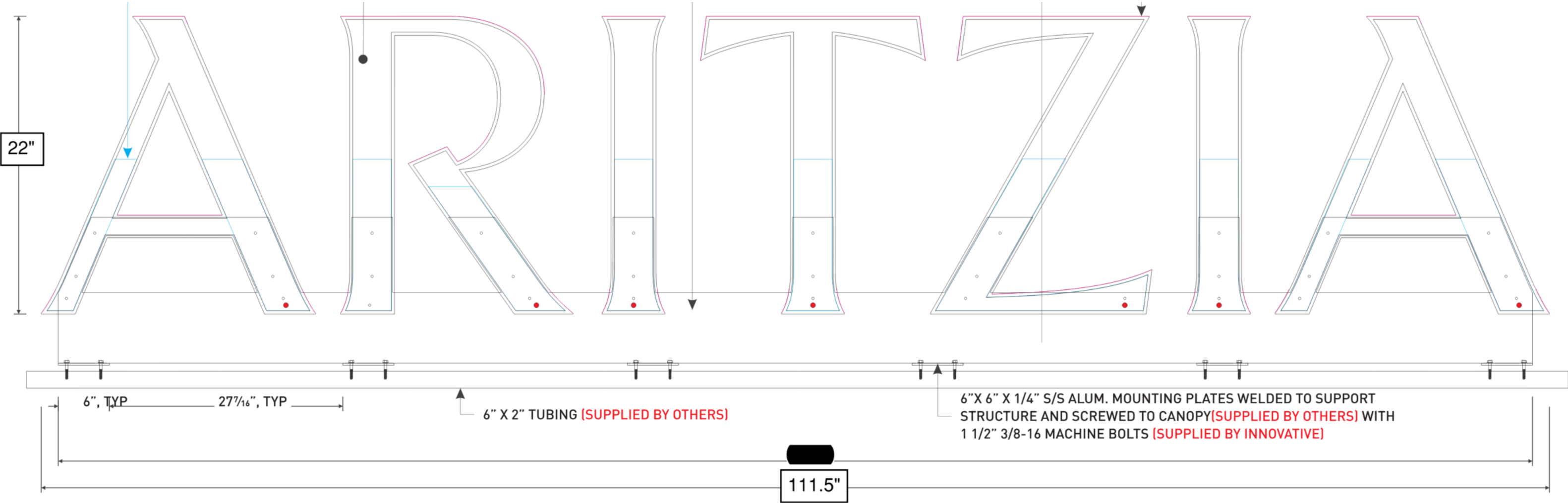
Section at Marquee



Elevation at Marquee



SIGNAGE DETAILS





PROPOSED PERSPECTIVE

LOOKING NORTHEAST ON WALNUT STREET

