



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

March 15, 2023

VIA ELECTRONIC MAIL

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

**Re: Request for Art Commission Review and Final Approval
Miller Theater Signage
250 South Broad Street, Philadelphia, PA (the “Property”)**

Dear Ms. Berryman:

This firm represents the Miller Theater in connection with obtaining land use and zoning approvals for signage being proposed at the Property. Please accept this submission for review by the Sign and Streetery Committee at their upcoming meeting on March 29, 2023.

I. NATURE OF THE APPLICATION

The Miller Theater 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 also includes the Kimmel Center and the Academy of Music. The proposed signage will be accessory to the Miller Theater and will update the existing signage provided at this location. Specifically, the new signage will serve to better identify the theater along Broad Street, convey timely information about all the current showings and generally welcome patrons to the theater.

The Property is located within the Center City Commercial Area of the Center City Overlay District, which requires any proposed signage to be reviewed and approved by the Art Commission. We also anticipate that the proposed signage will require variance approval from the Philadelphia Zoning Board of Adjustment (“ZBA”). Zoning Permit Application ZP-2023-002410 has been submitted to the Department of Licenses and Inspections (“L&I”) seeking approval for the proposed signage and is currently under review. An Application for Appeal will be submitted to the ZBA once a Notice of Refusal is received from L&I.

II. SIGNAGE SUMMARY

We respectfully request approval for the following seven (7) accessory signs proposed along South Broad Street:

1. (Sign A) Proposed, New Wall Sign – 3’-11.25” x 7’-5.5” (29.37 sq. ft.)

March 15, 2023

Page 2

2. (Sign B) Proposed, New Wall Sign – 12'-5.57" x 3'-3.25" (40.81 sq. ft.)
3. (Sign C) Proposed, New Wall Sign – 3'-11.25" x 7'-5.5" (29.37 sq. ft.)
4. (Sign D) Proposed, New Digital Projecting Sign – 10' x 2'-4.5" (23.76 sq. ft.)
5. (Sign E) Proposed, New Digital Projecting Sign – 10' x 2'-4.5" (23.76 sq. ft.)
6. (Sign F) Proposed, New Wall Sign – 3'-5.625" x 5.75" (1.66 sq. ft.)
7. (Sign G) Proposed, New Wall Sign – 3'-5.625" x 5.75" (1.66 sq. ft.)

III. SUBMISSION DOCUMENTS

In support of this submission, zoning site and elevation plans prepared by Exit Design are enclosed for your review. These plans include details regarding the proposed signs as well as site photographs and renderings.

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

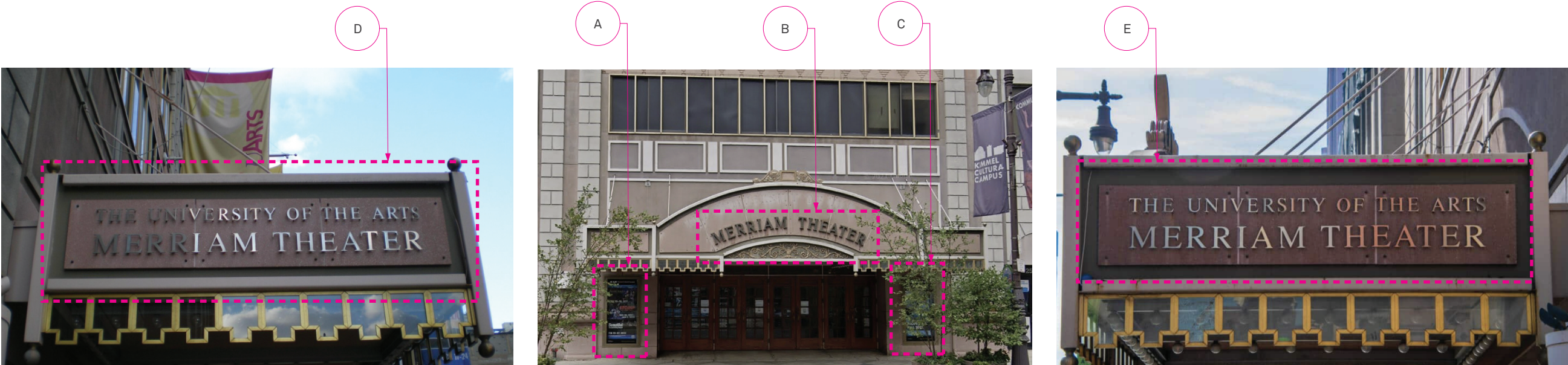
Sincerely,

Stephanie Boggs Magagna

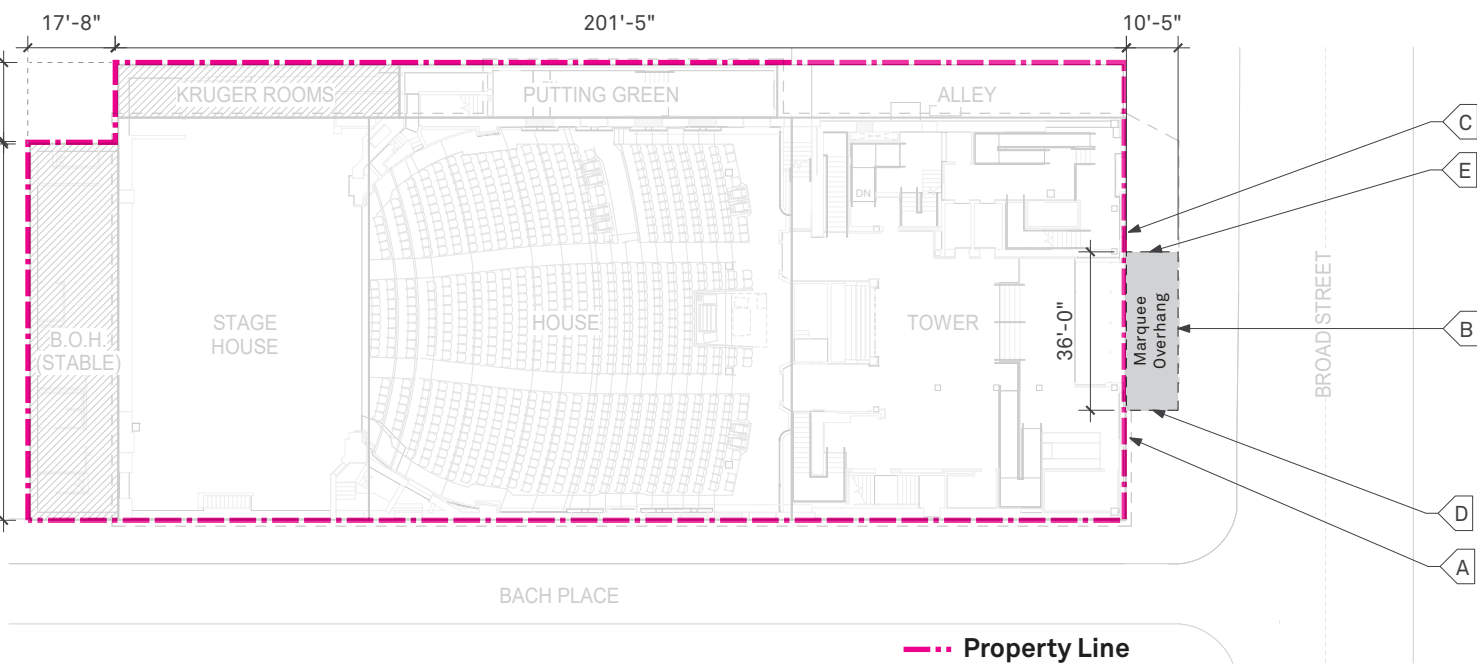
Stephanie Boggs Magagna

cc: C. Beige Berryman (Beige.Berryman@phila.gov)
Ronald J. Patterson (RPatterson@klehr.com)

Current Signage



1 Current Conditions
Scale: NTS



2 Plan View
Scale: NTS

Miller Theatre frontage = 90'-10" Allowable SF of signage = 402'-10"

Sign	Existing Dimensions	Proposed Dimensions	Type	Illumination
A	3'-11.25" x 7'-5.5" Total = 29.37 Sq. Ft.	3'-11.25" x 7'-5.5" Total = 29.37 Sq. Ft.	Flat Wall	None
B	15'-3" x 2'-6.25" Total = 8.44 Sq. Ft.	12'-5.75" x 3'-3.25" Total = 40.81 Sq. Ft.	Flat Wall	Static / Interior illuminated Letters
C	3'-11.25" x 7'-5.5" Total = 29.37 Sq. Ft.	3'-11.25" x 7'-5.5" Total = 29.37 Sq. Ft.	Flat Wall	None
D	9' x 2'-6" Total = 21.75 Sq. Ft.	10' x 2'-4.5" Total = 23.76	Projecting	Animated/LED Digital Screen
E	9' x 2'-6" Total = 21.75 Sq. Ft.	10' x 2'-4.5" Total = 23.76	Projecting	Animated/LED Digital Screen
F	NA	3'-5.625" x 5.75" Total = 1.66 Sq. Ft.	Flat Wall	Static / Interior illuminated Letters
G	NA	3'-5.625" x 5.75" Total = 1.66 Sq. Ft.	Flat Wall	Static / Interior illuminated Letters
Total	140.68 Sq. Ft.	150.39 Sq. Ft.		

exit

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

DESIGN INTENT PACKAGE	
OWNER ADDRESS Kimmel Cultural Campus 300 S Broad St, Philadelphia, PA 19102	DATE 03/13/23
PROJECT NAME AND ADDRESS Kimmel Cultural Campus 300 S Broad St, Philadelphia, PA 19102	PROJECT # 122039 DRAWN JMK
REVISION DATE AND DESCRIPTION	

These drawings express design intent only and are not for construction.

Fabricator is responsible for:
Final design and engineering of components indicated, including all aspects of mounting, erection, anchoring and attachment.

Structural integrity, electrical function and connections to power and communications sources to satisfy Owner's requirements.

Coordination with contractor and other trades, including but not limited to: lighting, structural, communications and landscaping schemes.

Verification of conditions in field prior to submission of shop drawings and samples.

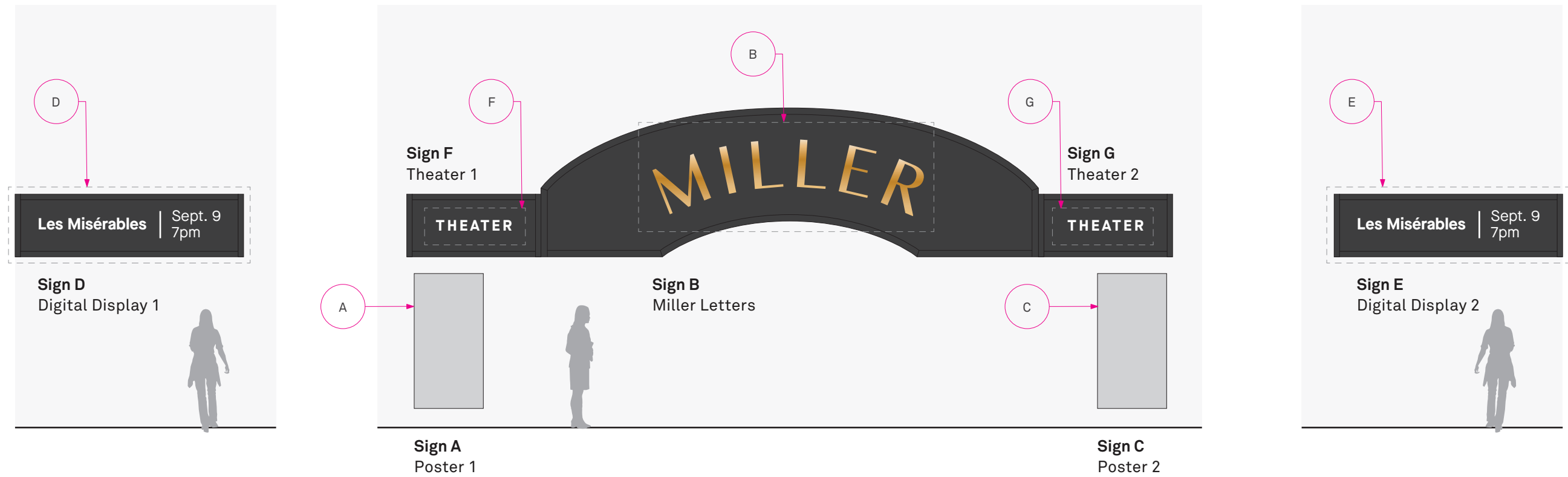
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SIGN TYPE #	SIGN TYPE DESCRIPTION
SHEET TITLE Sign Menu Overview	
SECTION 1 Project Overview	SHEET NO. 1

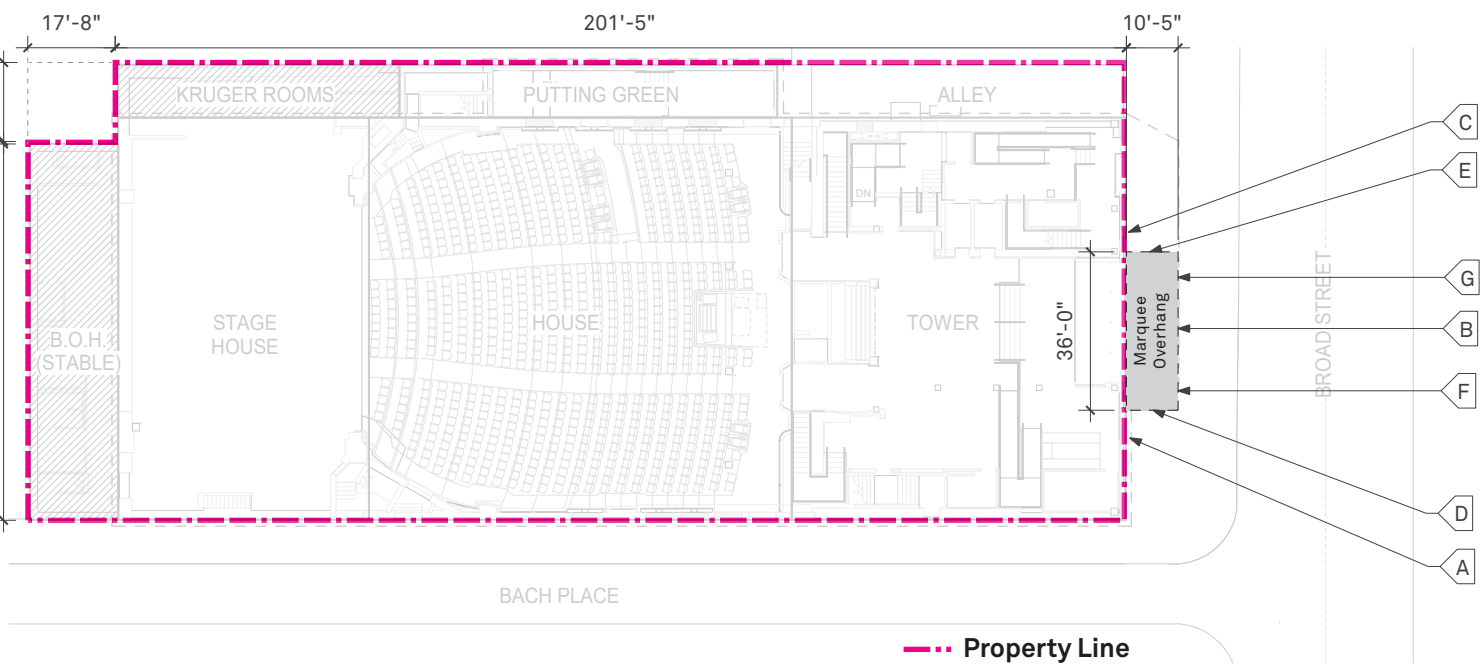
Proposed Signage



1 Side View (Left)
Scale: 3/16" = 1'-0"

2 Front Elevation
Scale: 3/16" = 1'-0"

3 Side View (Right)
Scale: 3/16" = 1'-0"



4 Plan View
Scale: NTS

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F	NA	3'-5.625" x 5.75" Total = 1.66 Sq. Ft.	Flat Wall	Static / Interior illuminated Letters
G	NA	3'-5.625" x 5.75" Total = 1.66 Sq. Ft.	Flat Wall	Static / Interior illuminated Letters
Total	140.68 Sq. Ft.	150.39 Sq. Ft.		

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DESIGN INTENT PACKAGE

OWNER ADDRESS
Kimmel Cultural Campus
300 S Broad St,
Philadelphia, PA 19102

DATE
03/13/23

PROJECT NAME AND ADDRESS
Kimmel Cultural Campus
300 S Broad St,
Philadelphia, PA 19102

PROJECT #
122039

DRAWN
JMK

REVISION DATE AND DESCRIPTION

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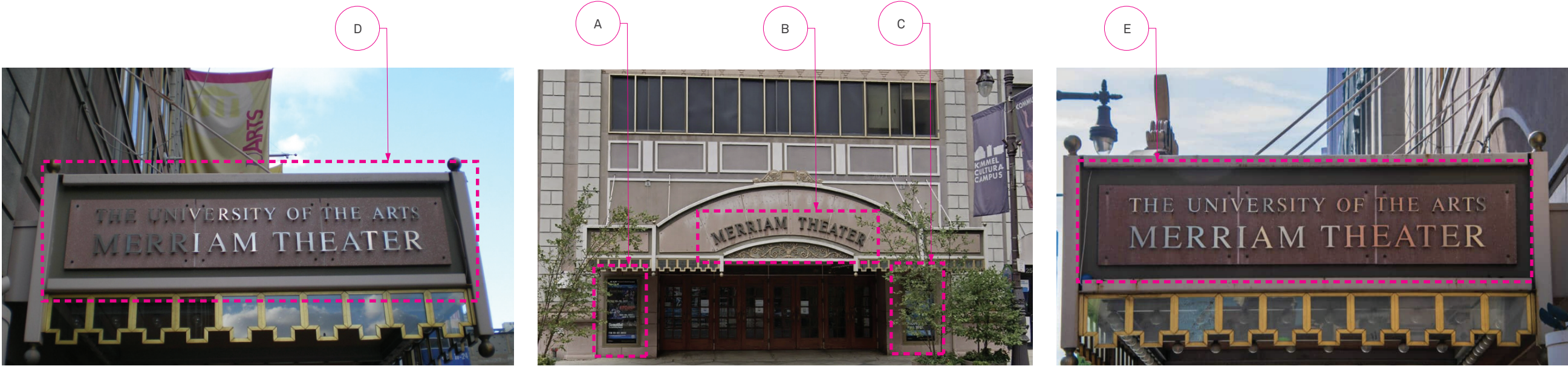
Exit Design has a preference for declare labeled products and/or products that do not contain red listed materials.

SIGN TYPE # SIGN TYPE DESCRIPTION

SHEET TITLE
Sign Menu Overview

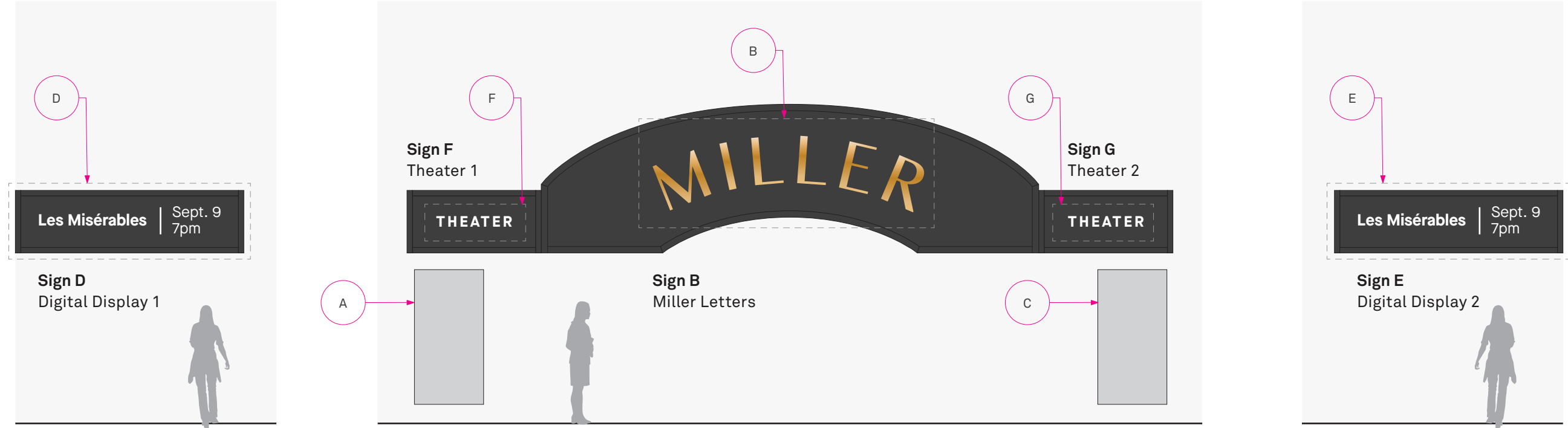
SECTION SHEET NO.
1 Project Overview 2

Current Signage Total: 140.68 Sq. Ft.



1 Current Conditions
Scale: NTS

Proposed Signage Total: 150.39 Sq. Ft.



1 Side View (Left)
Scale: 3/16" = 1'-0"

2 Front Elevation
Scale: 3/16" = 1'-0"

3 Side View (Right)
Scale: 3/16" = 1'-0"

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SIGN TYPE #	SIGN TYPE DESCRIPTION
SHEET TITLE Sign Menu Overview	
SECTION 1 Project Overview	SHEET NO. 3

Colors & Materials

Color Name	Paint Specification (Color to Match)	Substrate(s) Application	Application Process
<div>P1</div> Black <div></div>	MP33260 Twilight Zone	Aluminum	Surface Painted
<div>P2</div> Light Bronze <div></div>	Anodized Bronze Aluminum (Oxidization)	Aluminum	Surface Oxidized

Typography

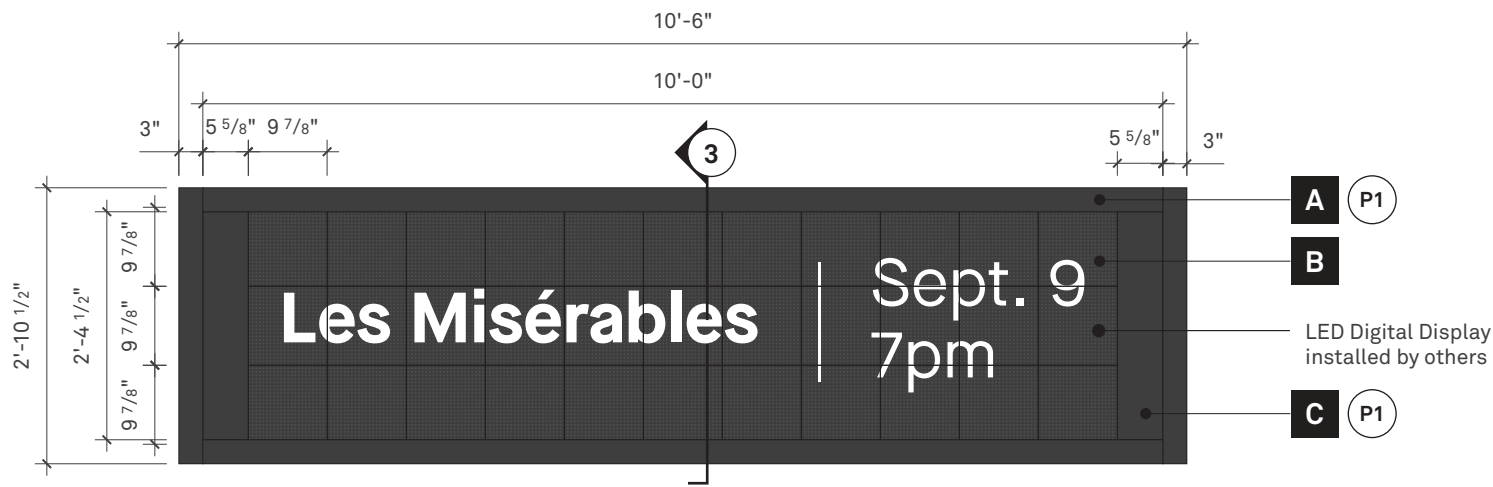
T1

MAISON NEUE BOLD

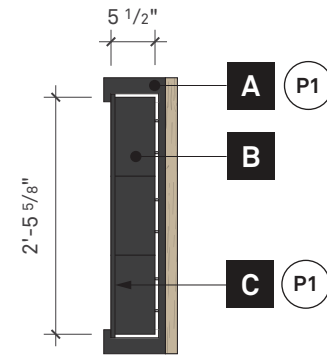
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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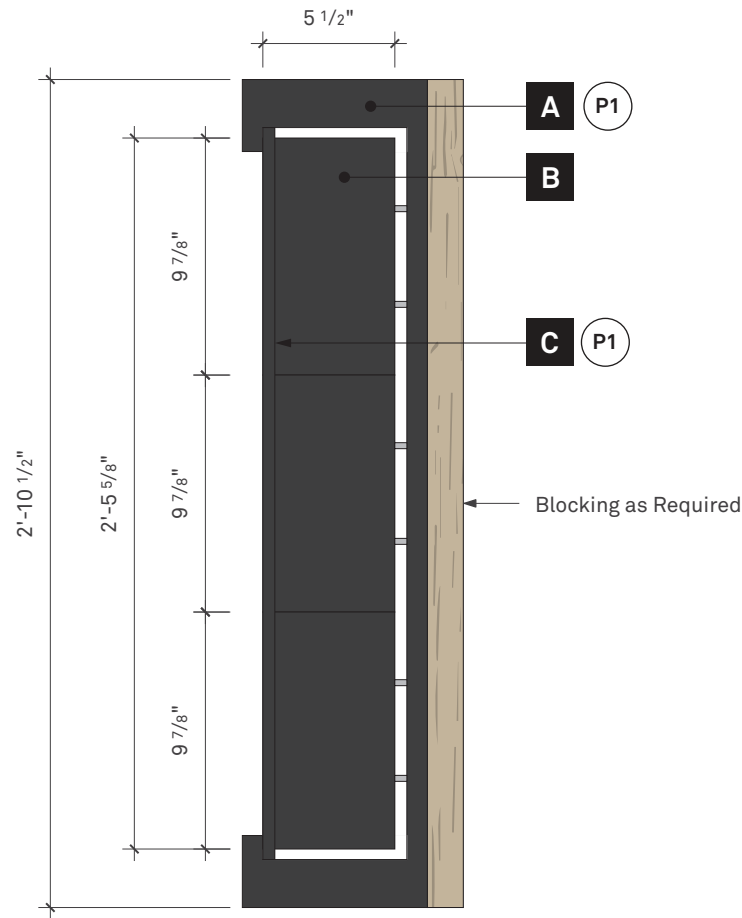
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SHEET TITLE Colors and Materials	
SECTION 3 Design Intent Drawings	SHEET NO. 4



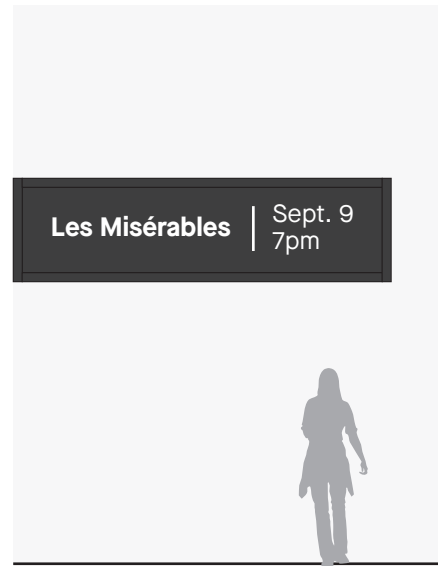
1 D/E Front Elevation
Scale: 1/2" = 1'-0"



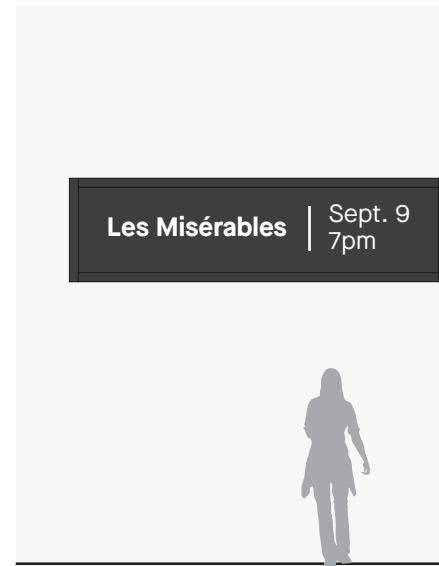
2 D/E Side View
Scale: 1/2" = 1'-0"



3 D/E Detail
Scale: 1 1/2" = 1'-0"



4 D Elevation (Left)
Scale: 3/16" = 1'-0"



5 E Elevation (Right)
Scale: 3/16" = 1'-0"

Parameter	Description
Graphics	White text on black background only. No images.
Cycle	Messages will cycle at intervals of 5 minutes (min)

A Marquee
Replace existing back panel with aluminum panel and paint with exterior automotive grade paint. Paint existing aluminum returns same color. Paint all exposed surfaces color as noted.

Note:
Fabricator to clean and prep current surface of returns prior to painting.

B LED Digital Display
Nanolumens Performance 250© LED Digital display. 33 module units stacked to create display wall. Display sits behind top and bottom returns.

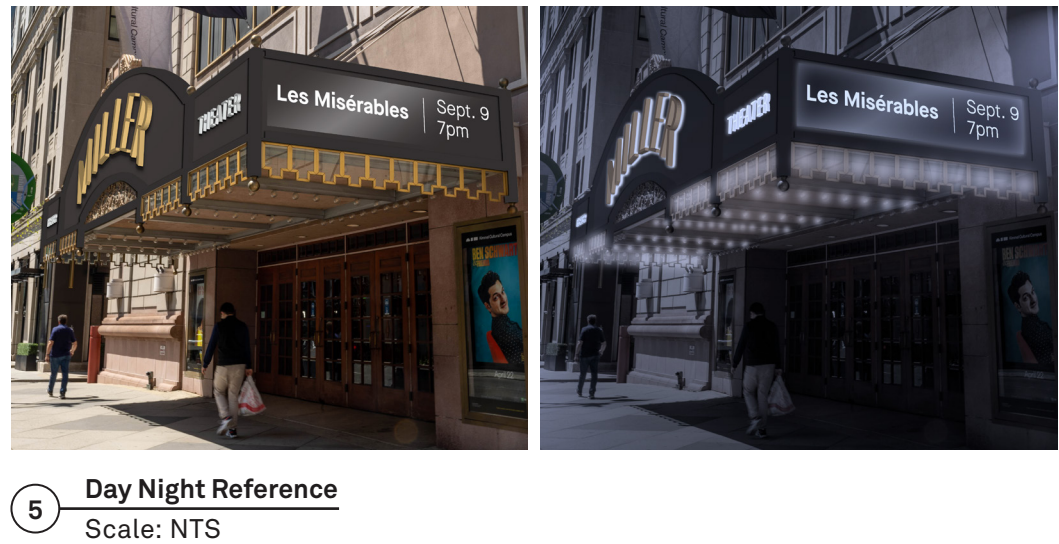
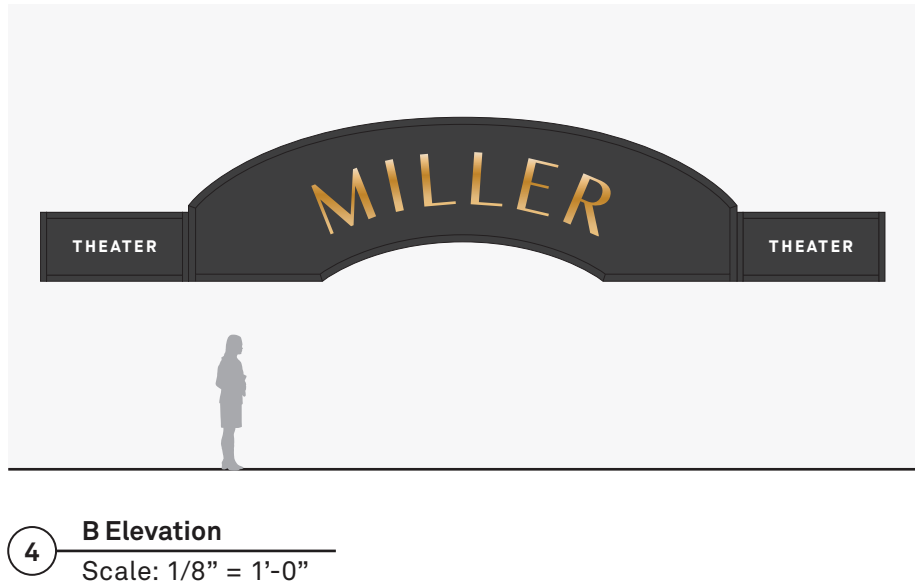
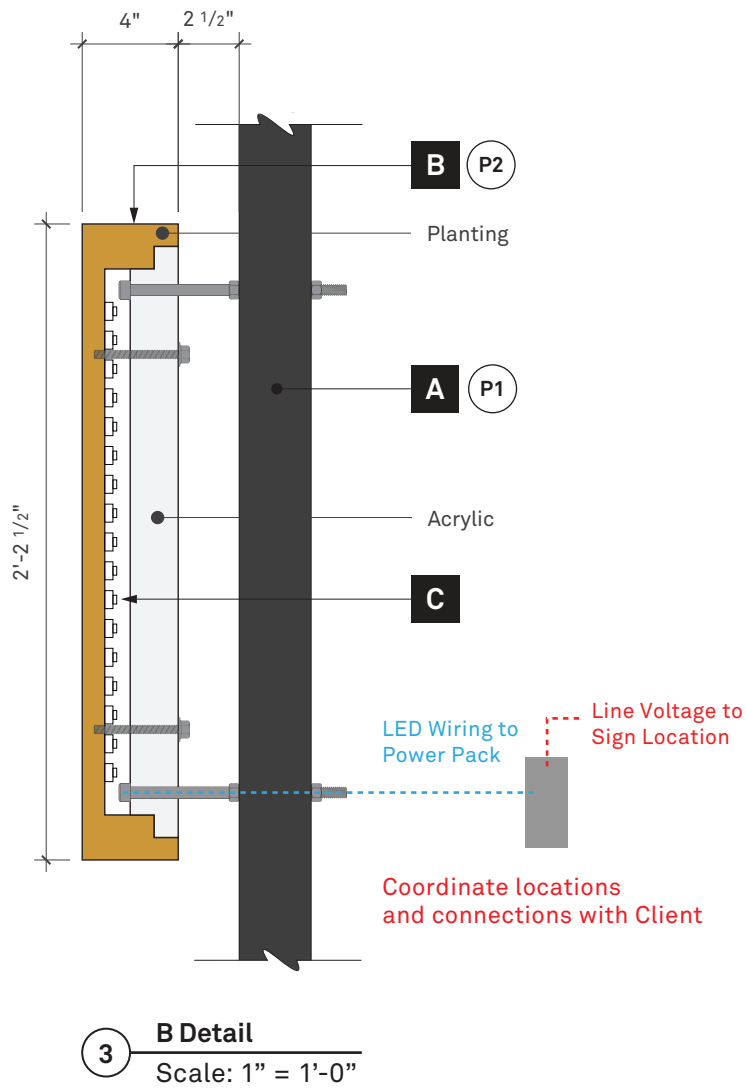
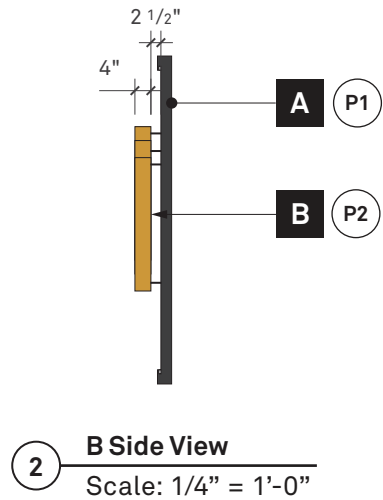
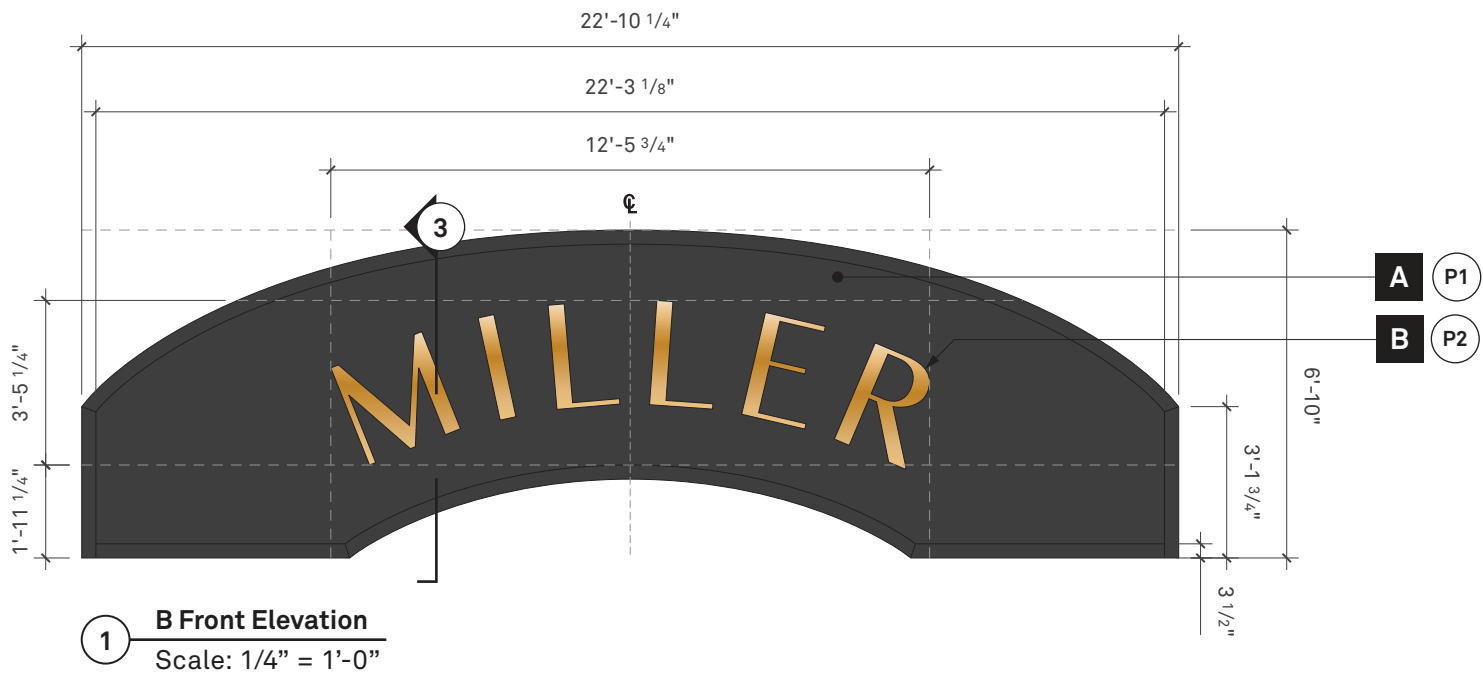
C Side Panel
Aluminum panel painted with exterior automotive grade paint to fill return cavity on either side of LED Digital Display. Thickness determined by fabricator. Paint all exposed surfaces color as noted.

Note:
Fabricator responsible for field verifying all dimensions.

exit

725 N 4th Street
Philadelphia, PA 19123
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SIGN TYPE # D / E	SIGN TYPE DESCRIPTION Digital Display
SHEET TITLE D / E Design Intent Drawing	
SECTION 3 Design Intent Drawings	SHEET NO. 5



A Marquee
Replace existing back panel with aluminum panel and paint with exterior automotive grade paint. Paint existing aluminum returns same color. Paint all exposed surfaces color as noted.

Note:
Fabricator to clean and prep current Marquee surface and returns prior to painting.

B Halo-Lit Letters
Halo/side-lit aluminum fabricated letters w/ clear acrylic back. Aluminum oxidized for anodized light bronze finish.

C LED Modules
Bright white 5000-6500K color temperature LED's. Sloan, Principal brands or equal. Provide even illumination, remote power supply, switch, and photo sensor.

Note:
Fabricator responsible for field verifying all dimensions.

Note:
Designer to provide final artwork for letters.

exit
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DESIGN INTENT PACKAGE

OWNER ADDRESS	DATE
Kimmel Cultural Campus	03/13/23
300 S Broad St,	
Philadelphia, PA 19102	

PROJECT NAME AND ADDRESS	PROJECT #
Kimmel Cultural Campus	122039
300 S Broad St,	DRAWN
Philadelphia, PA 19102	JMK

REVISION DATE AND DESCRIPTION

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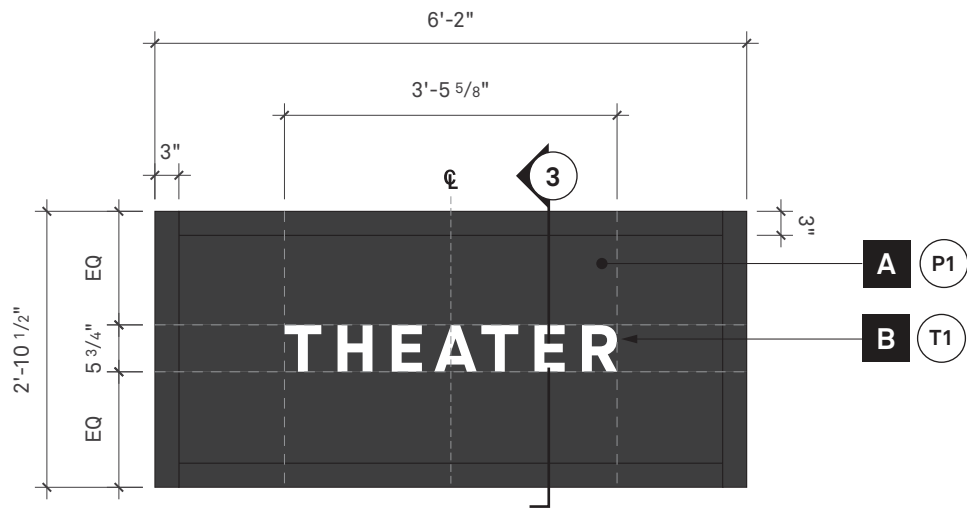
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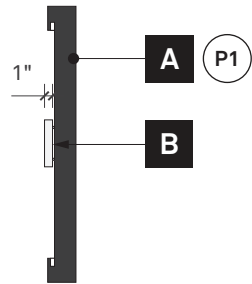
SIGN TYPE #	SIGN TYPE DESCRIPTION
B	Miller Marquee

SHEET TITLE
B Design Intent Drawing

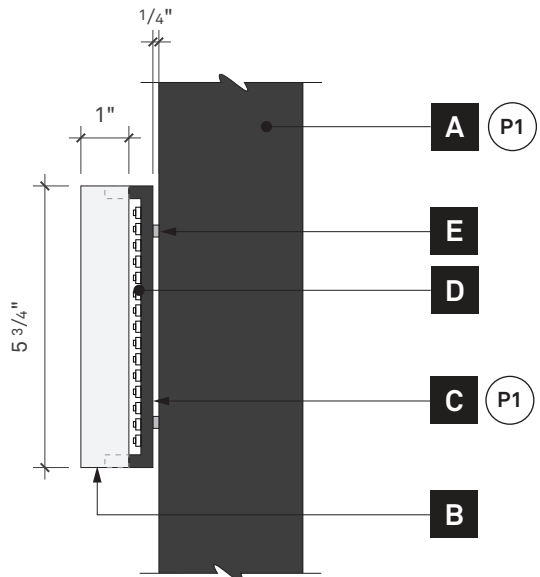
SECTION	SHEET NO.
3 Design Intent Drawings	6



1 **F/G Front Elevation**
Scale: 1/2" = 1'-0"



2 **F/G Side View**
Scale: 1/2" = 1'-0"



3 **F/G Detail**
Scale: 3" = 1'-0"



4 **F/G Elevation**
Scale: 1/8" = 1'-0"



5 **Day Night Reference**
Scale: NTS

A Marquee
Replace existing back panel with aluminum panel and paint with exterior automotive grade paint. Paint existing aluminum returns same color. Paint all exposed surfaces color as noted.

Note:
Fabricator to clean and prep current surface of returns prior to painting.

B Face-Lit Letters
1" thk. acrylic letters. Mount to aluminum base to house LEDs and create face-lit illumination. White light to match light of "Miller Halo-Lit" Sign. 3M 3635-70 white diffuser applied to second surface of face.

C Aluminum Base
Aluminum plating to house LEDs. Paint all exposed edges color as noted to match Marquee.

D LED Modules
Bright white 5000-6500K color temperature LED's. Sloan, Principal brands or equal. Provide even illumination, remote power supply, switch, and photo sensor.

E Stand-Off & Hardware
1/4" thk. aluminum stand-offs. Specify appropriate anchors for mounting conditions.

Note:
Fabricator responsible for field verifying all dimensions.

exit

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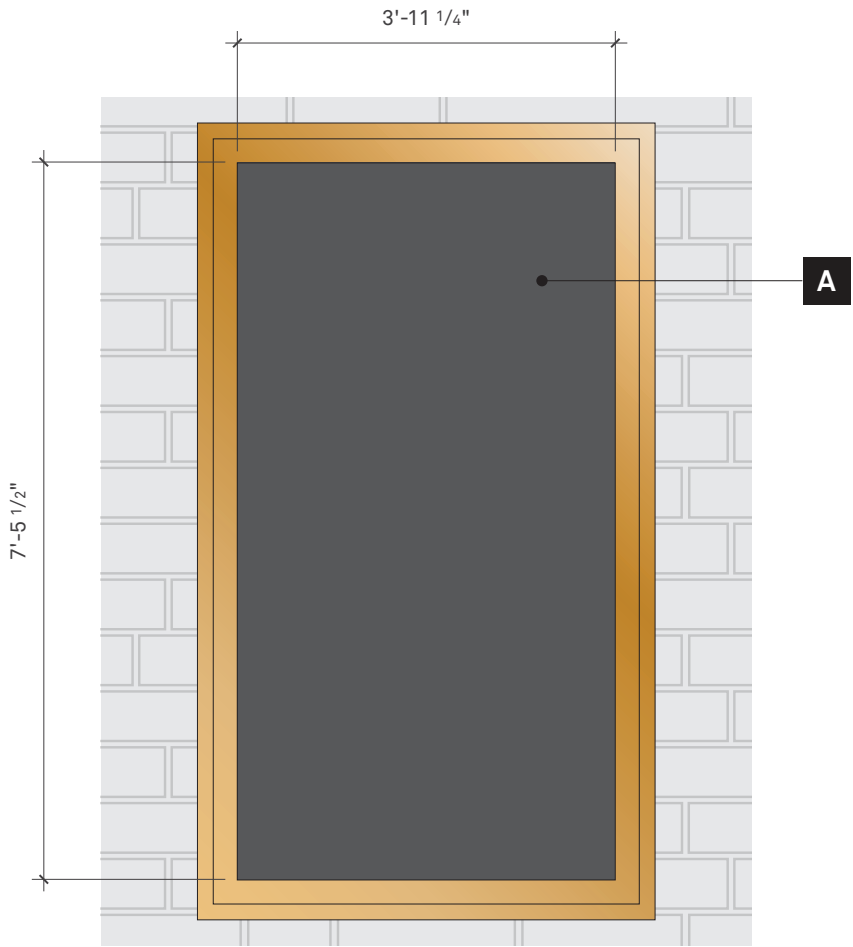
SIGN TYPE #
F / G

SIGN TYPE DESCRIPTION
Theater Marquee

SHEET TITLE
F / G Design Intent Drawing

SECTION
3 Design Intent Drawings

SHEET NO.
7



1 **A/C Front Elevation**
Scale: 1/2"=1'-0"



2 **Reference Image**
Scale: NTS



3 **A/C Elevation**
Scale: 3/16"=1'-0"

A **Poster**
Existing poster structure, face flush
with exterior wall.

exit

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	DRAWN
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SIGN TYPE #	SIGN TYPE DESCRIPTION
A / C	Poster

SHEET TITLE
A / C Design Intent Drawing

SECTION	SHEET NO.
3 Design Intent Drawings	8