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March 8, 2022

VIA Email: Beige.Berryman@phila.gov

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

Re: Art Commission Sign Submission

Proposed Pedestrian Bridge Signage

Penn Medicine Pavilion Hospital – SEPTA Station

1 Convention Avenue – 4 Convention Avenue

Dear Beige:

We represent University of Pennsylvania - Penn Medicine, in connection with its Pavilion Hospital Building located at 1 Convention Avenue, and the Hospital's related building, site, and off-site improvements. Please accept this submission for consideration before the Art & Architecture Committee and Commission, to review new signage proposed on one face of one the approved pedestrian bridges.

More particularly, you may know or recall that we obtained approval for Penn Medicine in 2020 for the three pedestrian bridges connected to the Hospital building that span over Convention Avenue (2 bridges) and 34th Street (1 bridge). This Application seeks approval to install a Penn Medicine sign on the pedestrian bridge that connects the Pavilion with the SEPTA Station (located at 4 Convention Avenue), spanning over Convention Avenue.

The proposed sign size is 33'-0 13/16" x 4'-0" (135.25 square feet). The proposed sign is internally illuminated, and would be installed only on the north-facing side of the pedestrian bridge.

In support of this submission, I am attaching the following documents that comprise this Application:



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- 1. Plans entitled, "Pavilion at HUP SEPTA Bridge", prepared by Compass Sign Company, dated January 13, 2023, and consisting of 4 pages, which contain:
 - a. Site Plan
 - b. Elevation Plans
 - c. Proposed sign details, location, colors, size, and method of installation.
 - d. Photoshopped rendering on the pedestrian bridge.
- 2. Photographs of the existing structure and surrounding conditions.

Note that a Zoning Permit is not required for this proposed sign as the sign will be located on the portion of the pedestrian bridge that projects over a City street, not within any property lot lines.

Please place this on the next Art & Architecture Committee meeting agenda. Thank you, and please contact me if you have any questions or if you need any additional information.

onald J. Patterson

RJP/kmm Enclosures



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