



Sign & Streeter Committee Agenda

Wednesday, August 30, 2023 - 9:30 AM

Via Zoom – meeting link:

<https://us02web.zoom.us/j/85251177834?pwd=ZHEvd1FJRlpiOFNyK3g3SVVzT01MUT09>

Instructions for public participation are located at the end of this agenda.

Sign Applications

Second Reviews:

1. 145-23

Jewelers' Row Gateway Signage

Various locations including 700 block of Sansom Street and on 7th & 8th Streets
Sign encroachments within Right-of-Way
and within /CTR Center City Overlay District – Center City Commercial Area

Final Approval as presented.

Streets department review is ongoing.

Conversations have started with the Council Office and Council ordinance is being drafted.

2. 16-23

T.M. Pierce Elementary School

2829-59 N 23rd Street (2300 W Cambria St)
Zoning: RSA-5

Approval based on revisions provided.

ZBA hearing completed.

The Committee requested that the illumination and hours of operation be coordinated with the community.

3. 229-21

Pier 5

7 N Columbus Boulevard
Zoning: CMX-3 Encroachment within the Right-of-Way

Revisions Needed/ Continued

The committee requested that the proposal come back to the SSC.

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Robert Roesch
Chair

José Almiñana
Deborah Cahill
Carmen Febo San Miguel
Matthew Kenyatta
Sarah McEneaney
Raed Nasser
Pepón Osorio
Mario Zacharjasz

Sign and Streeter Committee

Deborah Cahill
Martha Cross
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Robert Roesch
Alex M. Smith
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Alex M. Smith
Director



First Reviews:

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1. 186-23

Parkway Outpost Sign Package

2500 Benjamin Franklin Parkway

Zoning: SP-PO-A within /CTR Center City Overlay District –
Benjamin Franklin Parkway Area

Approval based on revisions provided.

The “Welcome to Philly” sign has been removed from the scope of the project.

2. 190-23

Octavius V. Catto Memorial – Acknowledgement Plaque Proposal

1400 JFK Boulevard

Zoning: CMX-5 within /CTR Center City Overlay District – City Hall Area

Approval as presented.

The committee appreciated the material samples provided.

3. 195-23

CHUBB

2000 Arch Street

Zoning: CMX-4 within /CTR Center City Overlay District – Benjamin Franklin Parkway
Area

Revisions Needed/Continued.

The committee suggested that two Building ID signs be selected to remain. The committee asked that the lumen information be provided. Concerns from community about the illumination of the Building ID signs.

4. 192-23

Jessup House

123 S 12th Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

The commercial tenants’ signage not included in this package.

5. 181-23

Don Barriga

703 Chestnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

The awning location to be centered on the building.

One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102

215-683-4636

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6. 182-23

Hi-Lo Taco Co.

1109 Walnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

PCPC façade review completed.

7. 183-23

Brooklyn Dumpling Shop

308 South Street

Zoning: CMX-2 Sign Encroachment within the Right-of-Way

Continued.

*The Committee appreciated the revisions provided, including decreasing sign's size.
ZBA hearing needed before final approval.*

8. 184-23

James

114 S 19th Street

Zoning: CMX-4 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

Existing signs to be removed.

9. 187-23

Red Lion Inn & Suites

1208 Walnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

Historical Commission approval obtained.

10. 185-23

First Trust Bank

2828-30 South Street

Zoning: RM-1 Sign Encroachment within the Right-of-Way

Approval as presented.

*The Committee suggested replacement of the backlit wall sign with a second
marquee sign along 27th Street, while outside of the Art Commission purview.*

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11. 188-23

Tapster

110-16 S 16th Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval based on revisions provided.

The Committee appreciated the relocation of the “T” signs to mark the main entrance and the extension of the green backer panels.

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12. 189-23

High Street

836 Chestnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

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13. 191-23

Miami Shop

648 South Street

Zoning: CMX-2 Legalization request of a sign encroachment
within the Right-of-Way

Disapproval for the projecting sign.

Approval for legalization of the awning and side logo.

Alex M. Smith
Director

14. 193-23

Sola Salons

1503-05 Walnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval based on revisions provided.

The Committee appreciated the reduction in the text size.

The height of the panel could not be reduced due to structural reasons.

15. 194-23

Laser Away

1503 Walnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

PCPC façade review ongoing.

Streetery Structure Applications

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1. **196-23**
Via Locusta
1723 Locust Street

Approval as presented.

2. **197-23**
Prunella
112 S 13th Street

Approval as presented.

From June 28, 2023, SSC meeting:

1. **147-23**
JAP Clothing
1226 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Approval based on revisions provided.
The background panel changed to black with white letters.
L&I review completed.*

2. **150-23**
Wells Fargo
340-50 S 2nd Street
Zoning: CMX-1 within /CTR Center City Overlay District –
Society Hill Area

*Approval based on revisions provided.
The background panel color changed to light grey.*

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