



1/24/2024

Philadelphia Art Commission  
Alex Smith  
1515 Arch St. 13th floor  
Philadelphia, PA 19102

Dear Mr. Alex Smith

We respectfully request to be included on the art commission agenda for January 31<sup>st</sup>, 2024 for approval of a signage change at 1218-1220 Arch Street.

A brief description of the project follows, including a design set that has been included with this submission.

The storefront of 1218 and 1220 requests that the existing signage, currently on their building which reads “Center for Architecture” will be removed which will be replaced by banner like flags on the exterior façade. These three flags will have the logo provided by the AIA Philadelphia which is provided in the documents as well. These three flags will be utilizing two existing flag connections that have previously been installed and a third existing one which will need repair prior to utilization. We believe that the precedent of signage at 1210 Arch Street (a parking garage) and banners located at 12<sup>th</sup> and Arch along with 13<sup>th</sup> and Arch utilized by the Pennsylvania Convention Center sets the standard for this style of signage for the section of Arch street in review.

The project scope will include the following:

- Removal of existing signage approximately 20 square feet.
- Repair of flagpole connections
- Installation of (3) 4’x2’ angled design flags.

Sincerely,

James Sweeney





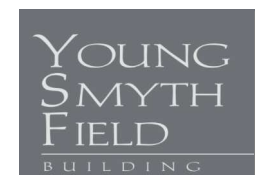
1216-1220 ARCH STREET

© 2024 BLTA - A PERKINS EASTMAN STUDIO

**YSFCA - AIA  
PHILADELPHIA  
SIGNAGE RENOVATION**

| 24 JANUARY 2024

COVER SHEET | 001

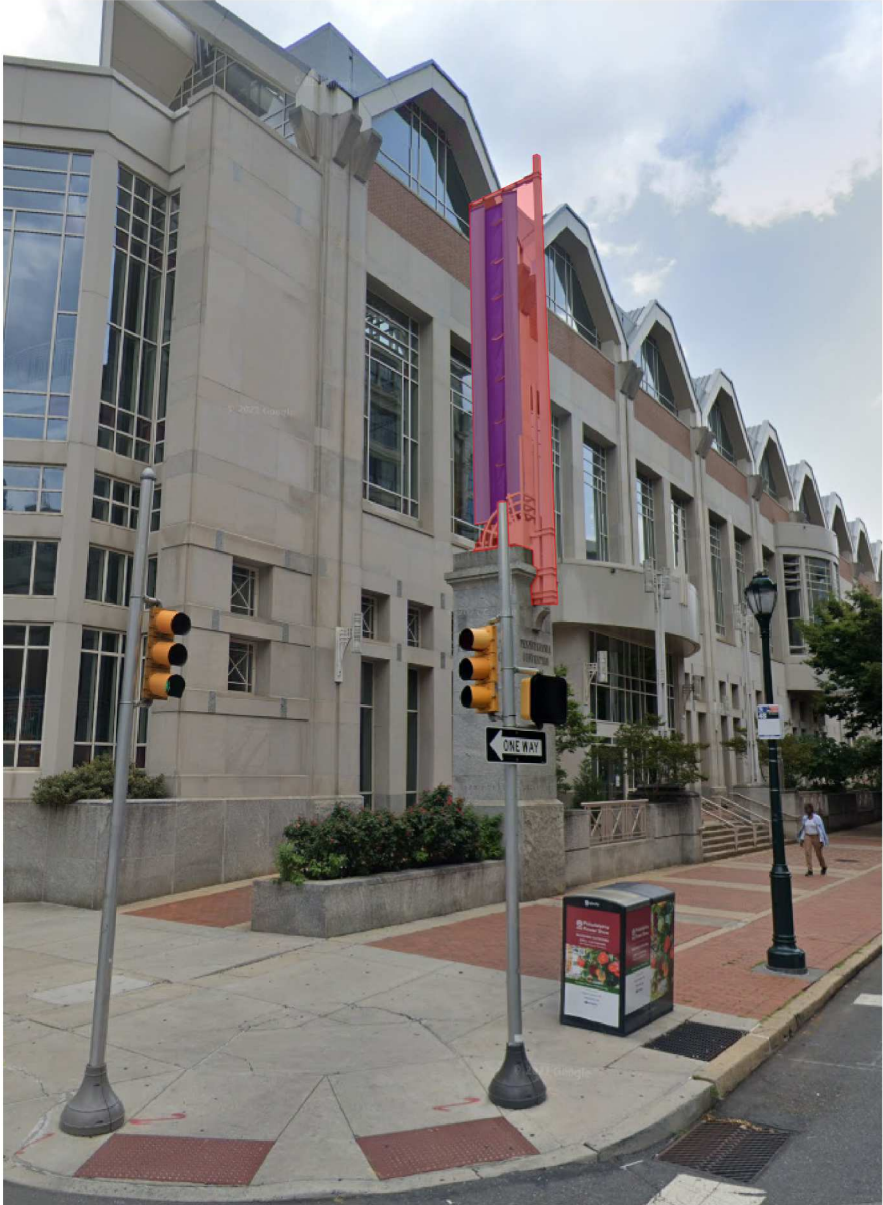




# PRECEDENTS ON ARCH STREET



1210 ARCH STREET



13TH AND ARCH STREET



12TH AND ARCH STREET



SCOPE OF WORK



REMOVE APROXIMATELY 20 SQUARE FEET OF EXISTING SIGNAGE



ADDITION OF (3) 2'X4' ANGLED FLAGS ON STOREFRONT  
APPROXIMATELY 27 SQUARE FEET OF SIGNAGE



# RENDERINGS OF WORK



1218 ARCH STREET FRONT ENTRANCE FLAG RENDERING



1218-1220 ARCH STREET FRONT ELEVATION FLAG RENDERING



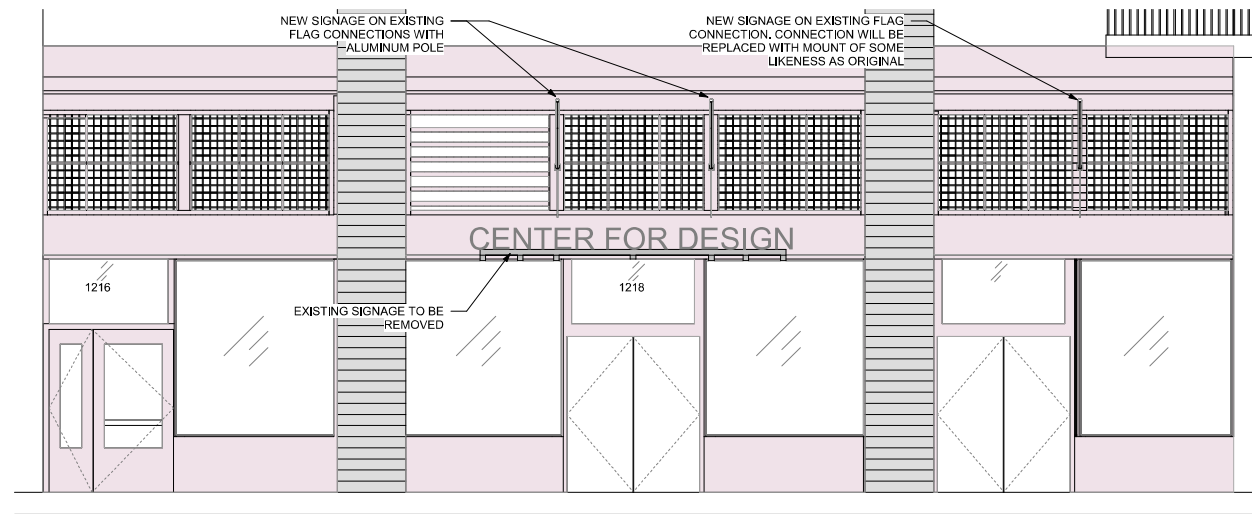


EXISTING FLAG CONNECTIONS THAT ARE TO BE REUSED

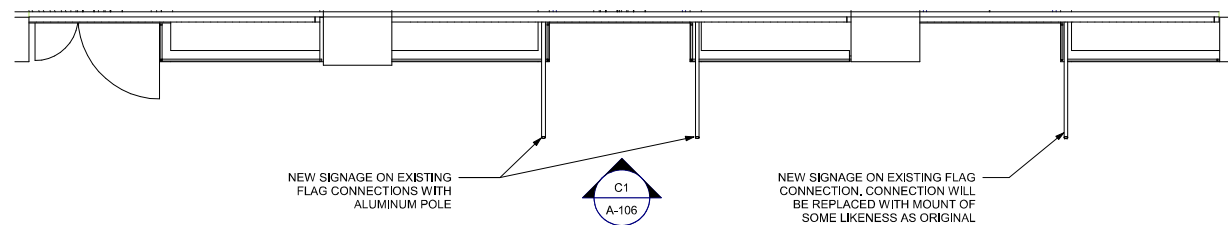
EXISTING FLAG CONNECTION TO BE REPAIRED

© 2024 BLTA - A PERKINS EASTMAN STUDIO

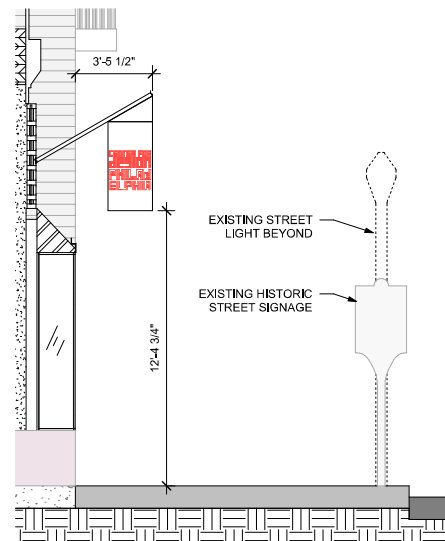




**C1 3 FLAG PLACEMENT @ 30 DEGREES**  
Scale: NO SCALE



**B1 GROUND LEVEL(1)**  
Scale: NO SCALE



**A1 30 DEGREE FLAG PLACEMENT**  
Scale: NO SCALE



**A2 EXISTING FLAG CONNECTION**  
Scale: NO SCALE



**B4 ARCH STREET SIDEWALK PERSPECTIVE**  
Scale: NO SCALE



**A3 SIGNAGE ARTWORK**  
Scale: NO SCALE

3 FLAG DESIGN ADDS  
APPROXIMATELY 7 SQUARE FEET  
OF SIGNAGE

ALL FLAG PLACEMENTS ARE BASED  
OFF OF A 6'-0" POLE DESIGN

© 2024 BLTA - A PERKINS EASTMAN STUDIO