



Sign & Streeter Committee Report

Wednesday, January 31, 2024 - 9:30 AM

Sign Applications

(From April 26, 2023 SSC meeting)

1. **89-23**

Fountain View

2 Franklin Town Boulevard

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

Benjamin Franklin Parkway Area

Approval per information received.

The approval is only for the building ID sign, the remaining sign is to be heard at the ZBA.

First Reviews:

1. **16-24**

Kwench

1500 Market Street

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

Benjamin Franklin Parkway Buffer Area

Approval as presented.

2. **17-24**

Philadelphia E&T Charter School

1709 Benjamin Franklin Parkway

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

Benjamin Franklin Parkway Buffer Area

Approval per revised submission.

The colors were inverted for both building ID signs and the logo and text were moved to the top of the sign for better visibility.

3. **18-24**

Taco Bell

1035 Chestnut Street

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

Center City Commercial Area

Approval as presented.

Blade sign is not included in this application and not approved by the Art Commission.

The Philadelphia Art
Commission

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Chair

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4. **19-24**
Sunglass Hut
1705 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval as presented.

5. **21-24**
Giant
1001 S Broad Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Approval per information received.

The applicant notified adjacent school. Additional information was provided for illumination information.

6. **20-24**
Starbucks
1901-39 Callowhill Street
Zoning: CMX-4; Signage encroachment within the Right-of-Way

Disapproval.

Blade sign was not approved at this location.

7. **22-24**
Center for Architecture and Design
1218-1220 Arch Street
Zoning: CMX-5; Signage encroachment within the Right-of-Way

Approval as presented.

PHC review is also required.

8. **23-24**
SEPTA Metro Signage – 8th Street
8th & Market Streets
Zoning: N/A; Signage encroachment within the Right-of-Way

Approval as presented.

The applicant to work with property owners to get approval for the location of signs on their buildings. The green pylon sign to be replaced or removed.

The wayfinding package has been reviewed at the Art Commission in March 2023.

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9. 24-24

SEPTA Metro Signage – 11th Street

11th & Market Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Approval as presented.

The height of the bottom of the blade signs to be provided. Recommendation for blade signs to be to be aligned consistently with the black panels where possible.

10. 25-24

SEPTA Metro Signage – 13th Street

13th & Market Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Approval as presented.

11. 26-24

SEPTA Metro Signage – 15th Street / City Hall

15th & Market Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed.

Ongoing PHC review. The proposed pylon sign to be removed on the Juniper Street entrance.

Recommendation for consistency on pylon head location within the courtyard station entrance. Update visuals to include “L” and “T” lines.

Consider a rebranding of the station from 15th St/ City Hall to one combined name.

The applicant to confirm if the pylon will be relocated along 15th Street NW entrance location.

Recommendation for consistency for blade sign locations, but applicant noted differences based on location of electrical conduits and overall design of the glass headhouses.

Dilworth entrance: The intention of the entrance design was to maintain the view of the City Hall, request to keep the railings and the glass clear. Agree with replacing the existing pylon, the café and Dilworth elevator signage. Two pylon signs seem excessive.

The proposal to come back with revisions.

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12. 27-24

SEPTA Metro Signage – 19th Street

19th & Market Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed.

Ongoing PHC approval. The final location of the pylon signs to be coordinated with the new work on the stairwell. Suggested the applicant returns when the location is finalized/confirmed. Consider reutilizing the existing pylon location and base.

13. 28-24

SEPTA Metro Signage – 22nd Street

22nd & Market Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed.

Same comments as 19th Street location.

Communications plan is in process with the community for the name change for stations for Trolley.

14. 29-24

SEPTA Metro Signage – Broad & Spring Garden

N Broad and Spring Garden Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed.

The NW stair blade sign seems tight at this location. Consider if there is an ability to incorporate the sign onto the brick column of the adjacent building or remove all together. Electrical coordination is needed for the blade sign and there is limitations in doing that on the brick.

The orange illuminated sign on the elevator headhouse is lower because of the glass material and for ease of construction.

Investigate elimination of the black bands on the elevator headhouses where possible.

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15. 30-24

SEPTA Metro Signage – Race & Vine

N Broad & Race/Vine Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed.

The elevator headhouse signage is different from the SG location given their proximity, suggestion of a more unified type of signage. Understanding there are limitations.

The sign band on the pitched portion of the stair headhouse seem to be inappropriate. Incorporate the sign elsewhere within the headhouses.

16. 31-24

SEPTA Metro Signage – Lombard & South

S Broad & Lombard/South Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Approval as presented.

PHC review ongoing. Appreciate upgrading the original pylon base.

17. 32-24

SEPTA Metro Signage – Walnut & Locust

S Broad & Walnut/Locust Streets

Zoning: N/A; Signage encroachment within the Right-of-Way

Revisions needed. proposed signs are approved.

Replace in kind signage plus one new location proposed.

Several stairwells have canopies and therefore the side wall signage may not be needed.

Consider less signage at this location.

New pylon as well as a new blade sign on the east side of the elevator and wall signage proposed.

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