



## Sign & Streeter Committee Report

Wednesday, April 24, 2024 - 9:30 AM

The Philadelphia Art  
Commission  
Established 1911

Robert Roesch  
Chair

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

### Sign and Streeter Committee

Sarah McEneaney  
Raed Nasser  
Labaron Palmer  
Robert Roesch  
Alex M. Smith  
Mario Zacharjasz

Alex M. Smith  
Director

### Sign Applications

#### Second Reviews:

**1. 44-24**

**Pure Green**

1124 Walnut Street

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

*Approval. The Committee appreciated the revisions to eliminate the projecting sign and increase the visibility of the wall sign.*

**2. 83-24**

**William D. Kelley School**

1601-49 N 28th Street

Zoning: RM-1

*Revisions Needed. The Committee requested the applicant further explore locating the sign closer to the building entrance, suggesting affixing the sign to the brick above the mural just north of the main building entrance on N 28th St. as a possible alternative.*

**3. 106-24**

**The Hannah**

1306 Callowhill Street

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

*Disapproval. The Committee expressed concerns about the size of the sign relative to the scale of the street. The Committee asked for more contextual details, including existing site photos and renderings showing the sign, building, and street together. The sign has been granted a variance from the Zoning Board of Adjustment. The temporary leasing sign included in the submission is not subject to Art Commission review. The applicant intends to appeal the disapproval to the full Commission.*

**4. 84-24**

**The Good Vibes Vault**

650 South Street

Zoning: CMX-2.5; Signage encroachment within the Right-of-Way

*Revisions Needed. The Committee had questions about the revised rendering, which appeared to show adjustments to the proposed lighting but lacked detail. The Committee maintained their recommendation from the first review that the proposed illuminated awning signage be replaced by either: a standard wall sign (illuminated or non-illuminated); or a non-illuminated awning sign.*

One Parkway Building  
1515 Arch St., 13<sup>th</sup> Floor  
Philadelphia, PA 19102

215-683-4636

[www.phila.gov/departments/  
philadelphia-art-commission/](http://www.phila.gov/departments/philadelphia-art-commission/)



*First Reviews:*

- 1. 77-24**  
**AKA Rittenhouse Square Hotel**  
135 S 18th Street  
Zoning: CMX-5 within /CTR Center City Overlay District –  
Center City Commercial Area

*Approval.*

- 2. 107-24**  
**Avita Pharmacy**  
1226 Chestnut Street  
Zoning: CMX-5 within /CTR Center City Overlay District –  
Center City Commercial Area

*Approval. The sign was updated following the Committee meeting to include a black aluminum backer panel due to electrical needs. The panel matches the existing sign band dimensions.*

- 3. 108-24**  
**JC Glow Nails & Spa**  
2135 Walnut Street  
Zoning: CMX-4 within /CTR Center City Overlay District –  
Center City Commercial Area

*Approval.*

- 4. 109-24**  
**Rittenhouse Deli & Juice Bar**  
1510-12 Sansom Street  
Zoning: CMX-5 within /CTR Center City Overlay District –  
Center City Commercial Area

*Approval.*

- 5. 110-24**  
**Sosuite**  
1704 Walnut Street  
Zoning: CMX-5 within /CTR Center City Overlay District –  
Center City Commercial Area

*Revisions Needed. Instead of a blade sign, the Committee suggested the applicant consider a sign on the glass panel above the entrance door. It could be illuminated to make more noticeable.*

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*Director*



**6. 111-24**

**Center City Mosque**

1328 Walnut Street

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

*Approval. In accordance with Committee recommendations, the applicant revised their submission following the meeting to remove the sides from the awning and to simplify the copy on the front valance.*

**7. 112-24**

**Reformation**

1723 Walnut Street

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

*Approval.*

**8. 113-24**

**The Jiu Jitsu Company**

33 S 2nd Street

Zoning: CMX-3; Signage encroachment within Right-of-Way

*Revisions Needed. The signage proposed is not aligned with the actual entrance to the business due to complexities of building ownership. The sign should be closer to the entrance as a means of wayfinding. There is also the potential to have signage in the windows of the tenant's location. The location and sign type need to be reworked.*

**9. 114-24**

**Jefferson Campus Store**

1000-32 Chestnut Street

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

*Approval.*

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