



Stephanie Boggs Magagna  
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Email: SBoggs@klehr.com

May 15, 2024

**VIA ELECTRONIC MAIL**

Philadelphia Art Commission  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102  
[Art.Commission@Phila.gov](mailto:Art.Commission@Phila.gov)

**Re: Request for Preliminary Review  
Accessory Signage  
417 Callowhill Street, Philadelphia, PA (the "Property")**

To Whom It May Concern:

This firm represents Linden ODG Philly, LLC, the Owner of the above referenced Property, in connection with obtaining zoning approvals for the accessory signage being proposed at the Property. Please accept this letter as an application for preliminary review by the Sign and Streetery Committee at their upcoming meeting on May 29, 2024.

The Owner recently submitted Zoning Permit Application No. ZP-2024-004166 to the Department of Licenses and Inspections ("L&I") for the erection of two (2) accessory wall signs and two (2) accessory projecting signs on the previously approved structure at the Property. The proposed signage will require certain variance relief and we intend to seek approval from the Philadelphia Zoning Board of Adjustment following the issuance of the Notice of Refusal. Art Commission approval is required for the proposed signage pursuant to Sections 14-502(7)(e) and 14-904(1)(d)(.2) of the Code.

We respectfully request approval for the following three (3) accessory signs proposed along 5<sup>th</sup> Street:

1. Proposed, New Wall Sign – 25'-0" x 3'-0" (75 sq. ft.)
2. Proposed, New Projecting Sign – 15'-4 1/2" x 1'-10" (28.23 sq. ft.)
3. Proposed, New Projecting Sign – 15'-4 1/2" x 1'-10" (28.23 sq. ft.)

We also respectfully request approval for the following one (1) sign proposed along the East Elevation of the previously approved building:

1. Proposed, New Wall Sign - 26'-1 1/4" x 2'-4" (60.91 sq. ft.)

In support of this submission, plans, renderings and site photographs will be submitted for your review on or before May 22, 2024. Please contact me if you have any questions or if you need any additional information at this time.

Sincerely,

*Stephanie B Magagna*  
Stephanie Boggs Magagna

cc: Alex Smith ([Alex.Smith@phila.gov](mailto:Alex.Smith@phila.gov))  
Ronald J. Patterson ([RPatterson@klehr.com](mailto:RPatterson@klehr.com))

# 417 Callowhill

EXTERIOR SIGNAGE

# BRANDING



Primary Logo



Primary Icon

THE KEYSTONE

Wordmark



Wide Format



Seal



Secondary Seal



Secondary Icons



Keystone Variant

# COLOR(S)

CMYK: 79, 61, 52, 39  
 RGB: 53, 69, 78  
 HEX: #35454E  
 PANTONE: 6118 C

Gale Force Navy

CMYK: 16, 11, 13, 0  
 RGB: 211, 213, 211  
 HEX: #D3D5D3  
 PANTONE: 427 C

Reflection Grey

CMYK: 21, 34, 59, 0  
 RGB: 203, 165, 118  
 HEX: #CBA576  
 PANTONE: 728 C

Vintage Gold

CMYK: 70, 41, 38, 7  
 RGB: 87, 124, 136  
 HEX: #577C88  
 PANTONE: 2179 C

St. Brat's Blue

# TYPOGRAPHY

## Brandon Grotesque Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Brandon Grotesque Thin

Brandon Grotesque Light

**Brandon Grotesque Medium**

**Brandon Grotesque Bold**

**Brandon Grotesque Black**

## GRAVESEND SANS LIGHT

AABBCCDDEEFFGGHHIIJJKKLLMMNN  
OOPPQQRRSSTTUUVVWWXXYYZZ  
1234567890

GRAVESEND SANS FINE

**GRAVESEND SANS MEDIUM**

**GRAVESEND SANS BOLD**

## Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Montserrat Thin

Montserrat Light

**Montserrat Medium**

**Montserrat Semi Bold**

**Montserrat Bold**

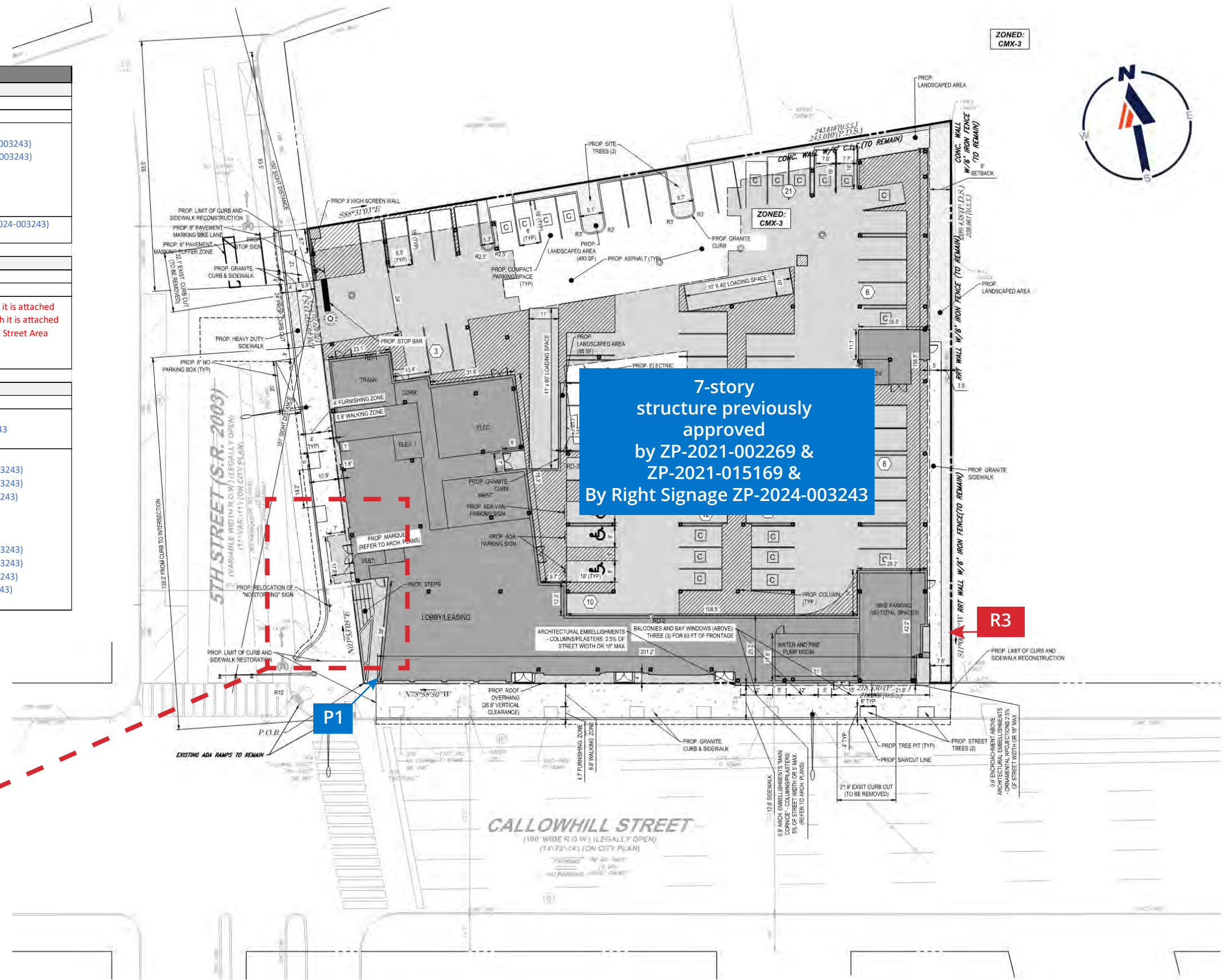
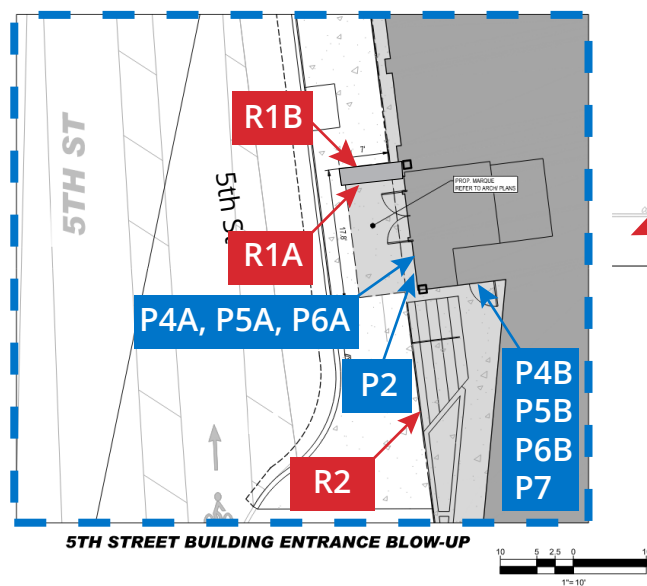
**Montserrat Black**

# SITE PLAN

CMX-3 Zoning		
Wall Signs		
	Required	Proposed
Max #	N/A	4
Max Area	2 SF per linear foot of street frontage (170'-6" Linear frontage on 5th Street = +/- 341 SqFt) 14-50(7)(e).1) & (.4)	P1 = 35.8125 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P2 = 4.96 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) R2 = 104.67 SqFt R3 = 60.91 SqFt 206.3525 SqFt
Max Height	Below Second Floor Windowsill	Conformed: P1, P2 (APPROVED PREVIOUSLY BY ZP-2024-003243) Non-Conformed: R2, R3
Projecting Signs		
	Required	Proposed
Max #	N/A	2
Max Projection	A projecting sign shall not extend more than four ft. from the building facade to which it is attached.	R1A = Projects 6'-8" from the face of the façade to which it is attached R1B = Projects 6'-8" from the face of the façade to which it is attached 14-50(7)(e).4) - Property falls outside the area of the Vine Street Area where projecting signs are permitted.
Window Signs		
	Required	Proposed
Max #	Signs may be placed in no more than 2 windows; or one window and one transparent glass door. See § 14-904 (1)(i)	1 Window, 1 Door APPROVED PREVIOUSLY BY ZP-2024-003243
Max Area	20% of the total area	Window #1: 16.125 SqFt glass P4A= .71875 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P5A= .63736 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P6A= .1111 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) TOTAL= 9.1%  Door #1: 19.125 SqFt glass P4B= .71875 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P5B= .63736 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P6B= .1111 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P7= .1111 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) TOTAL= 8.25%

  PREVIOUSLY APPROVED BY ZP-2024-003243

  CURRENTLY SUBMITTED



# WEST ELEVATION

CURRENTLY SUBMITTED

PREVIOUSLY APPROVED BY  
ZP-2024-003243



# WEST ELEVATION

CURRENTLY SUBMITTED

PREVIOUSLY APPROVED BY  
ZP-2024-003243



# WEST ELEVATION

PREVIOUSLY APPROVED BY ZP-2024-003243  
 CURRENTLY SUBMITTED



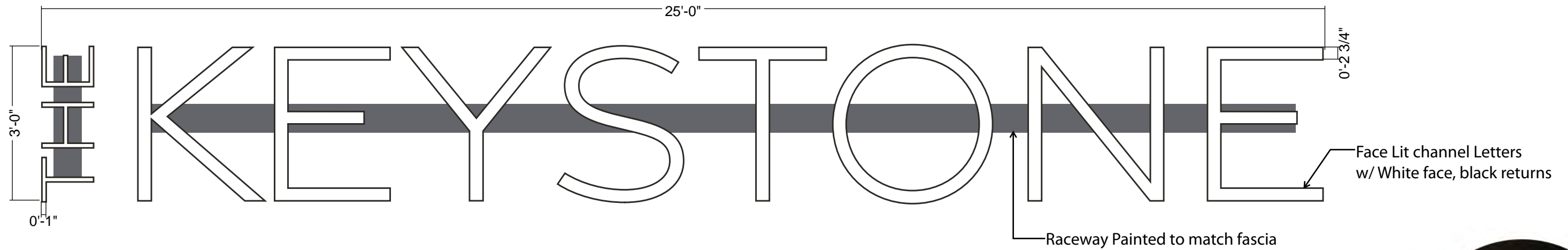
1 West Elevation  
Scale: 1/16" = 1'



# WEST ELEVATION

■ PREVIOUSLY APPROVED BY ZP-2024-003243

■ CURRENTLY SUBMITTED



1 **R2 - UPPER RIM LETTER SET FRONT VIEW**  
Scale: 1/2" = 1'

75 Sq.Ft.



## Slimtek-F

Face lit

A simple but impactful letter! The face lights up perfectly uniform and it can be vinyl-coated for further customization. The back and returns are painted to any Pantone color code.

2 West Elevation  
Scale: 3/32" = 1'

# WEST ELEVATION - FIN



1 **R1A - Fin Address Front View**  
Scale: 1/4" = 1' 28.23 Sq.Ft.

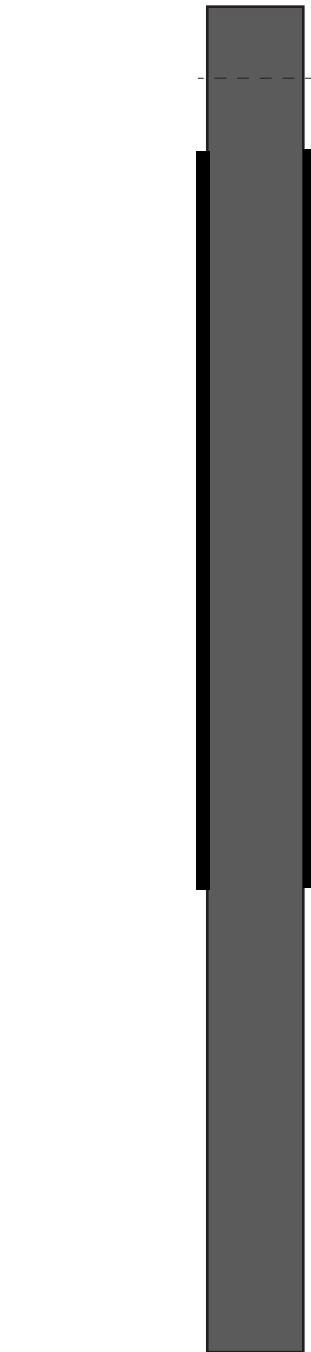
2 **R1B - Fin Address Front View**  
Scale: 1/4" = 1' 28.23 Sq.Ft.



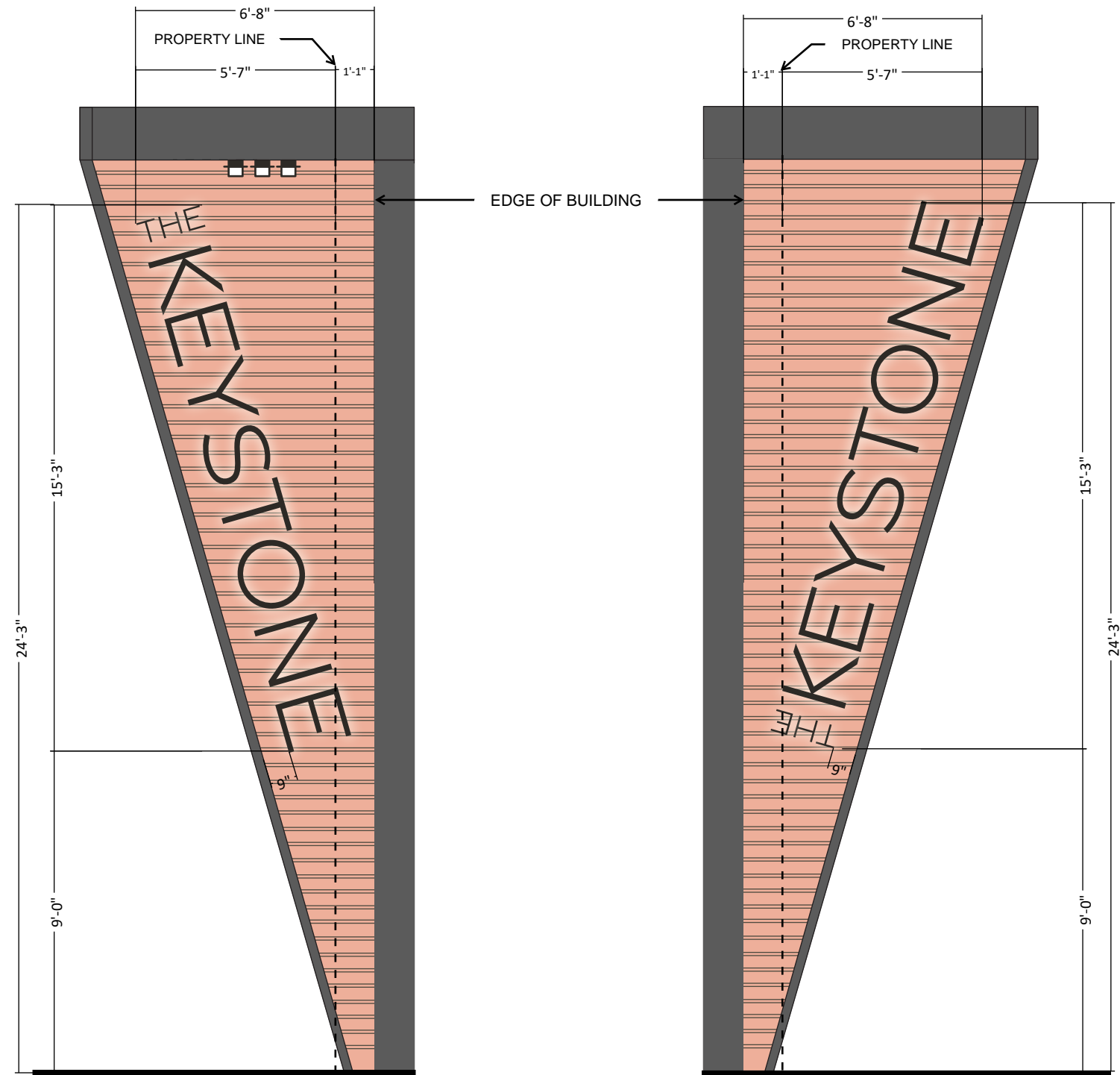
## Slimtek-S

### Returns lit

Letters with thick strokes may have the full return illuminated! For slimmer letters, a part of the return is illuminated and the rest is painted. Front and back are painted to any Pantone color code.



3 **Side View**  
Scale: 1/4" = 1'



4 **R1A - Front View**  
Scale: 1/4" = 1'

5 **R1B - Front View**  
Scale: 1/4" = 1'

# EAST ELEVATION

 CURRENTLY SUBMITTED



# EAST ELEVATION

CURRENTLY SUBMITTED



# EAST ELEVATION

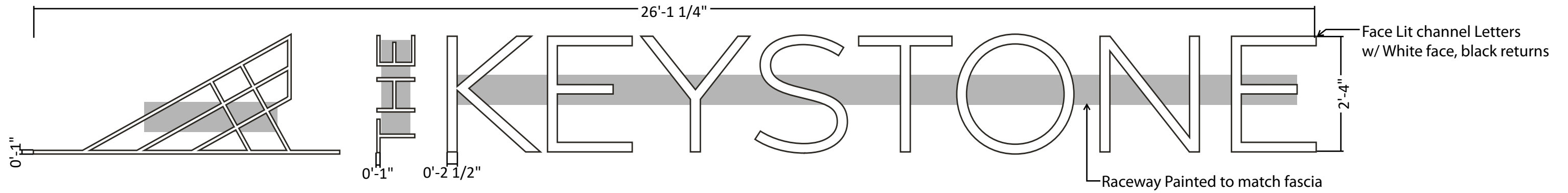
PREVIOUSLY APPROVED BY ZP-2024-003243  
 CURRENTLY SUBMITTED



1 East Elevation  
 Scale: 1/16" = 1'

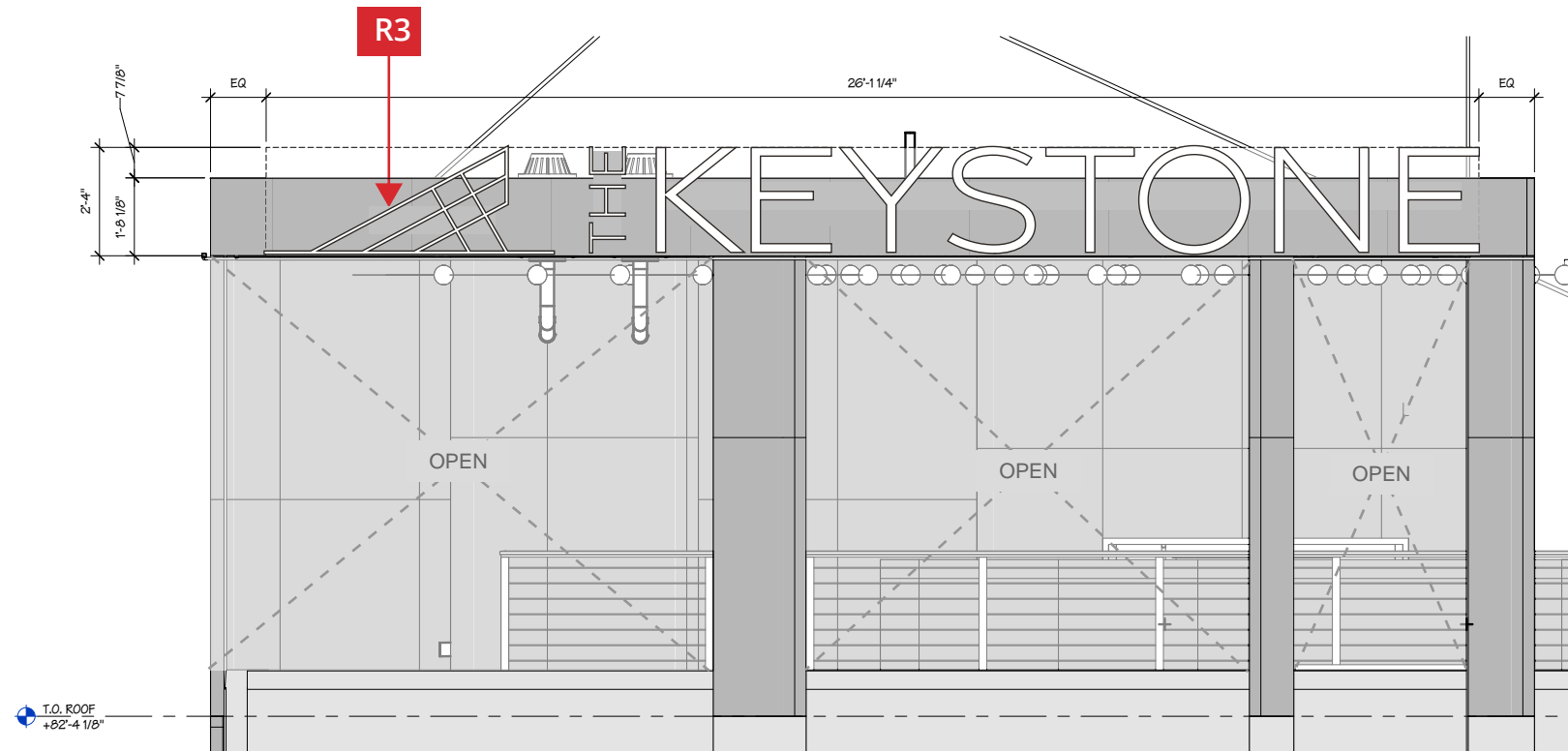
# EAST ELEVATION

PREVIOUSLY APPROVED BY ZP-2024-003243  
 CURRENTLY SUBMITTED



1 R3 - UPPER RIM LETTER SET FRONT VIEW  
 Scale: 1/2" = 1'

60.91 Sq.Ft.



2 East Elevation  
 Scale: 1/4" = 1'

5th Street frontage:



R2

R1A & R1B

Callowhill Street frontage:





East elevation:



East elevation:



East elevation:

R3

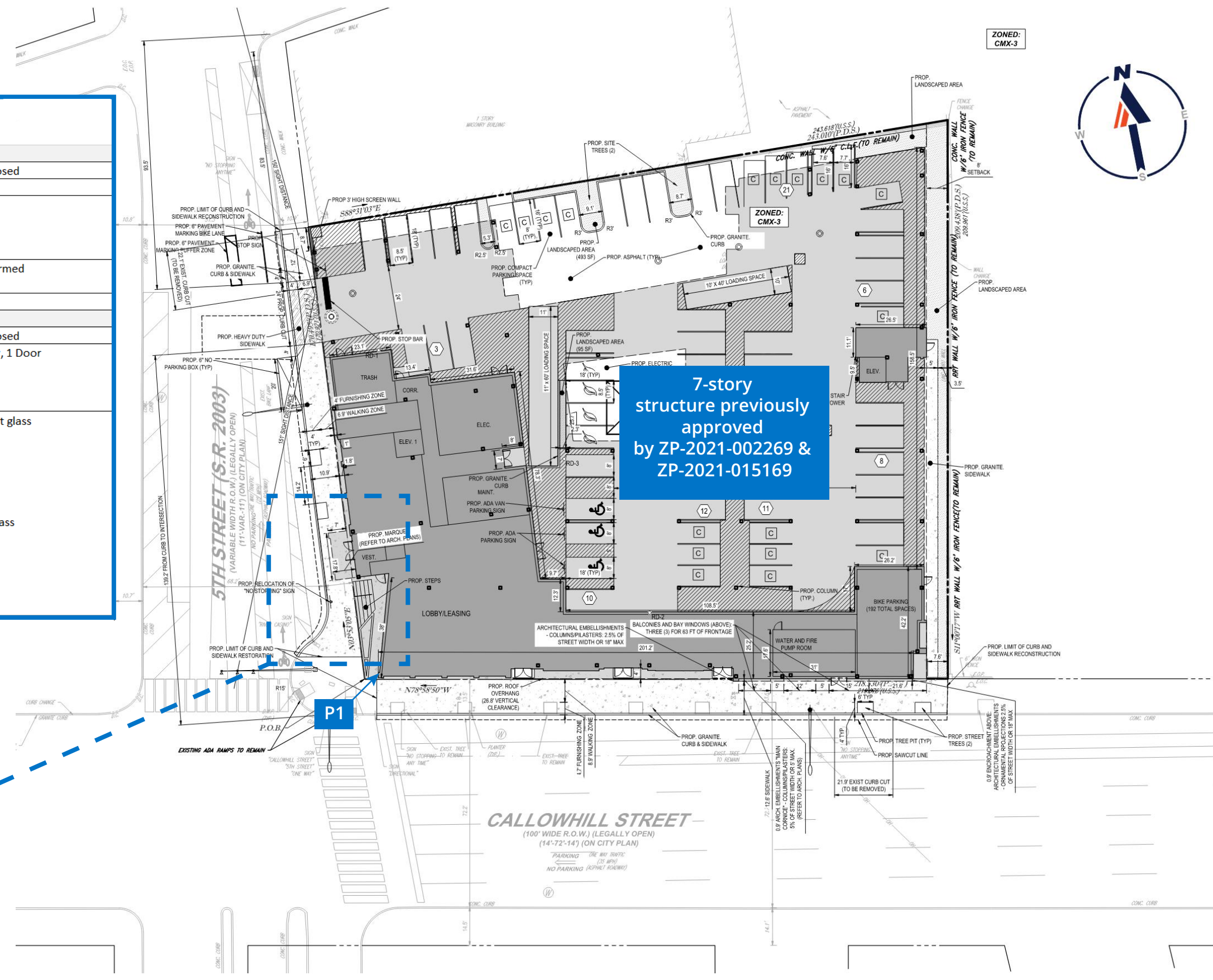


# SITE PLAN

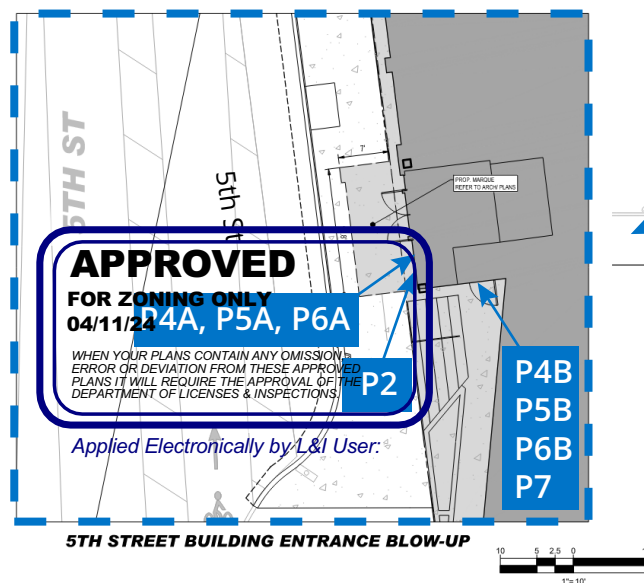
## SIGN CODE ALLOWANCE

Wall Signs		
	Required	Proposed
Max #	N/A	2
Max Area	2 SF per linear foot of street frontage (+/- 341 SqFt)	P1 = 35.8125 SqFt P2 = 4.96 SqFt 40.7725 SqFt
Max Height	Below Second Floor Windowsill	Conformed
Window Signs		
	Required	Proposed
Max #	Signs may be placed in no more than 2 windows; or one window and one transparent glass door. See § 14-904 (1)(i)	1 Window, 1 Door
Max Area	20% of the total area	Window #1: 16.125 SqFt glass P4A= .71875 SqFt P5A= .63736 SqFt P6A= .1111 SqFt TOTAL= 9.1%  Door #1: 19.125 SqFt glass P4B= .71875 SqFt P5B= .63736 SqFt P6B= .1111 SqFt P7= .1111 SqFt TOTAL= 8.25%

ZONED:  
CMX-3



## PEDESTRIAN LEVEL LOCATIONS



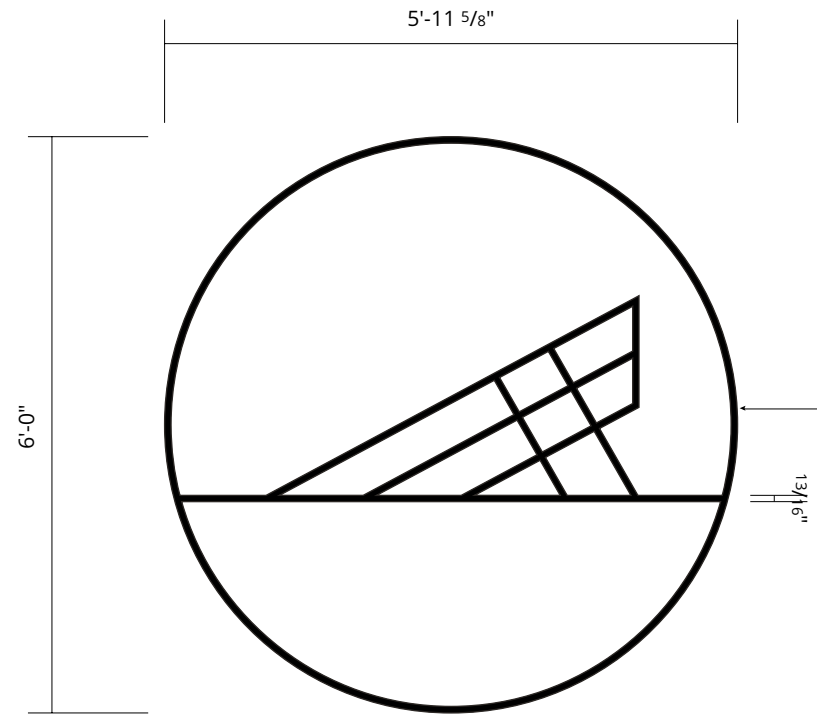
# WEST ELEVATION

**SIGN CODE ALLOWANCE:**  
 Allowed: 660Sq.Ft.  
 Proposed: 40.7725 Sq.Ft.



1 West Elevation  
 Scale: 1/16" = 1'

# WEST ELEVATION



Kalisign Slimtek S  
reverse/edge lit sign.



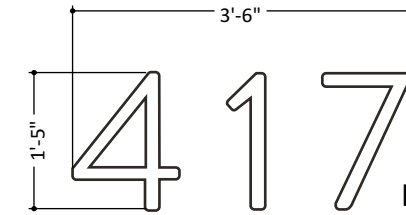
Slimtek-S

Returns lit  
Letters with thick strokes may have the full return illuminated! For slimmer letters, a part of the return is illuminated and the rest is painted. Front and back are painted to any Pantone color code.



Slimtek-F

Face lit  
A simple but impactful letter! The face lights up perfectly uniform and it can be vinyl-coated for further customization. The back and returns are painted to any Pantone color code.



Face Lit channel Letters  
w/ White face, black returns

2 **P3 - PEDESTRIAN LEVEL SEAL**  
Scale: 1/2" = 1' 4.96 Sq.Ft.

1 **P1 - PEDESTRIAN LEVEL SEAL**  
Scale: 1/2" = 1' 35.8125 Sq.Ft.



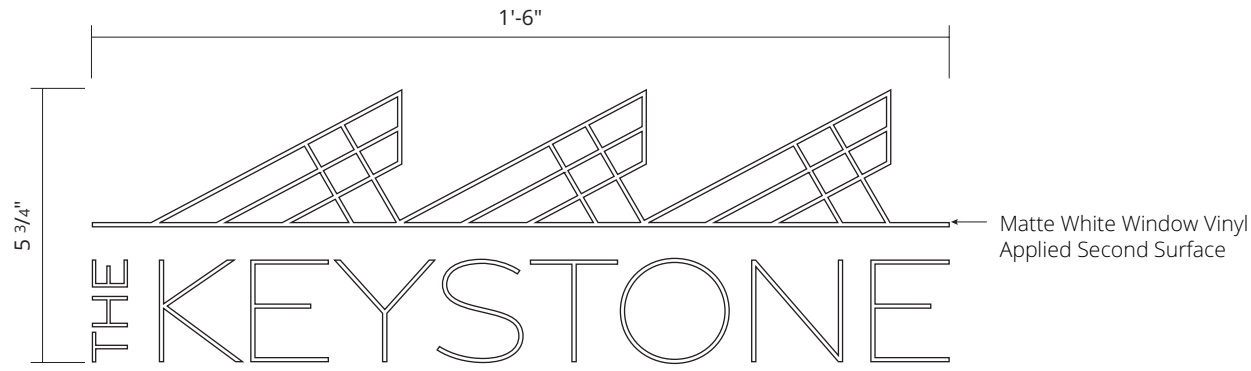
**APPROVED**  
FOR ZONING ONLY  
04/11/24  
WHEN YOUR PLANS CONTAIN ANY OMISSION, ERROR OR DEVIATION FROM THESE APPROVED PLANS IT WILL REQUIRE THE APPROVAL OF THE DEPARTMENT OF LICENSES & INSPECTIONS.

Applied Electronically by L&US

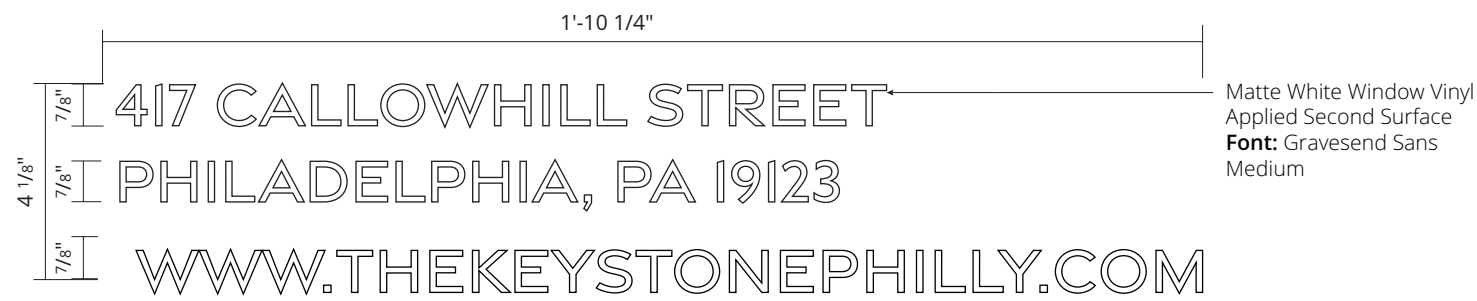
2 West Elevation  
Scale: 3/32" = 1'

# ENTRY VINYL: DOOR PACK

Matte White Vinyl



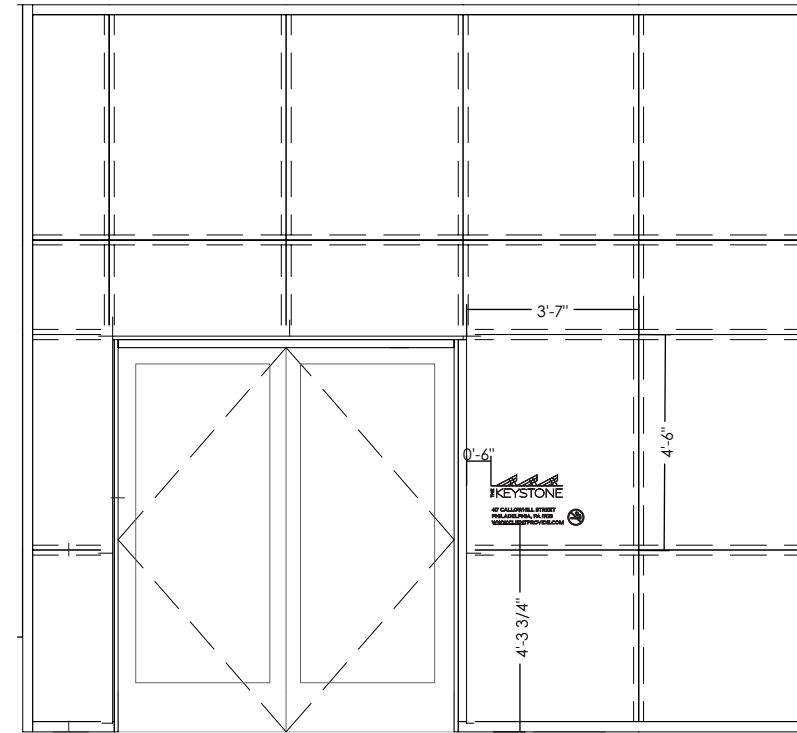
P4A Front View QTY: 1  
Scale: 3" = 1' .71875 Sq.Ft.



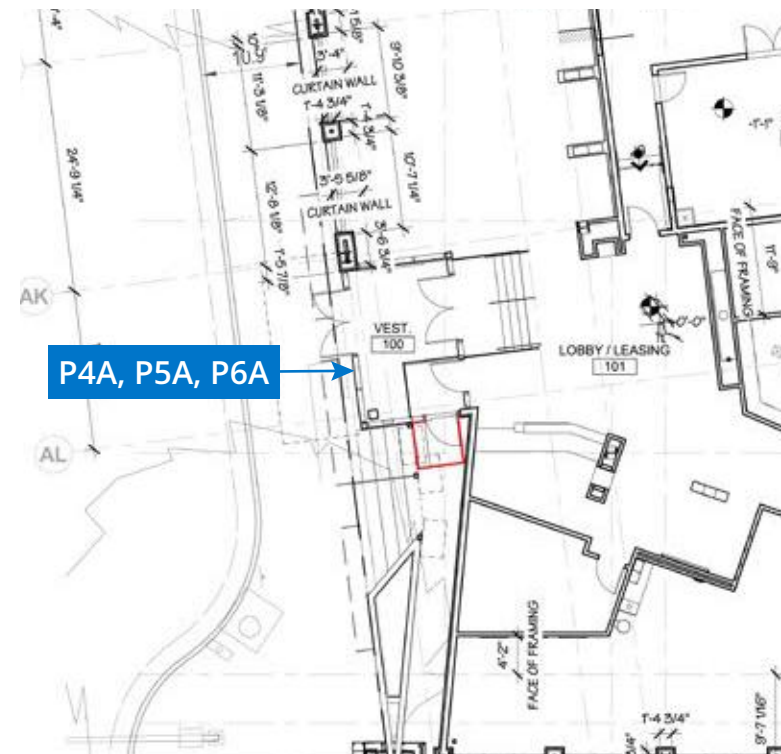
P5A Front View QTY: 1  
Scale: 3" = 1' .63736 Sq.Ft.



P6A QTY: 1  
Scale: 6" = 1' .1111 Sq.Ft.



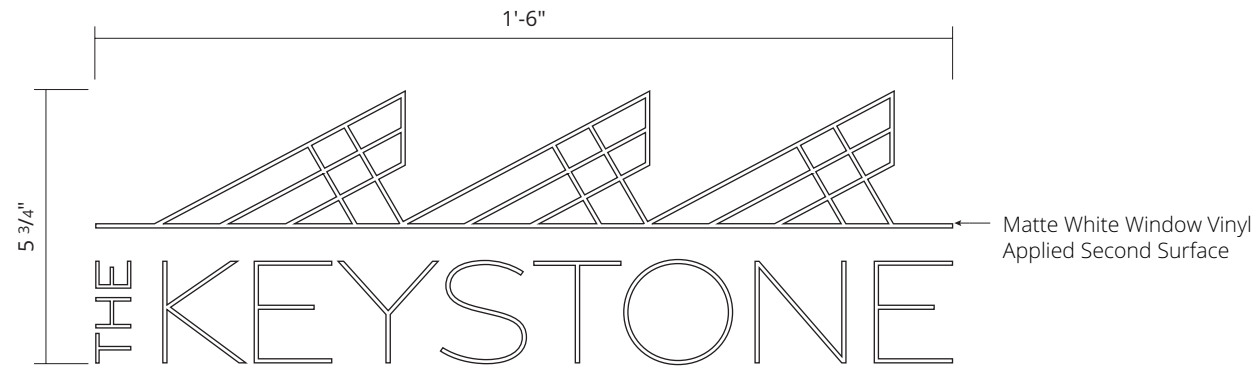
1 West Elevation - Main Entrance  
Scale: 1/4" = 1'



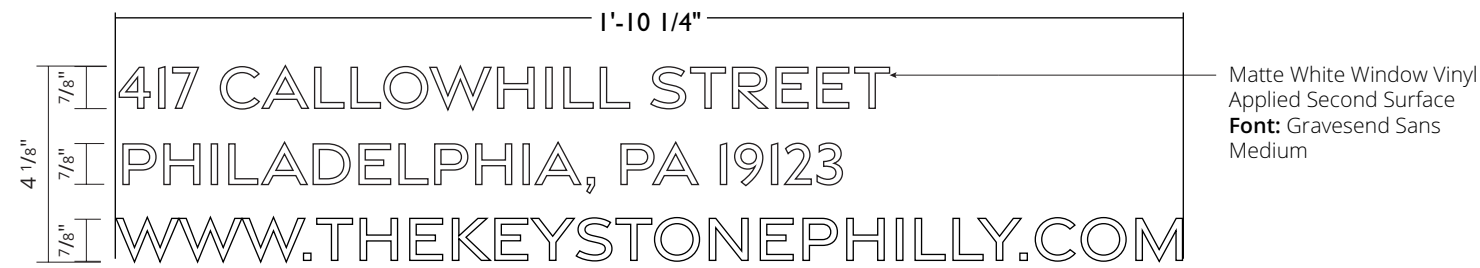
# ENTRY VINYL: DOOR PACK 2



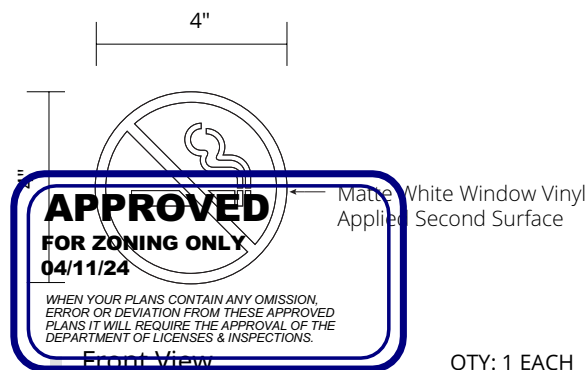
Matte White Vinyl



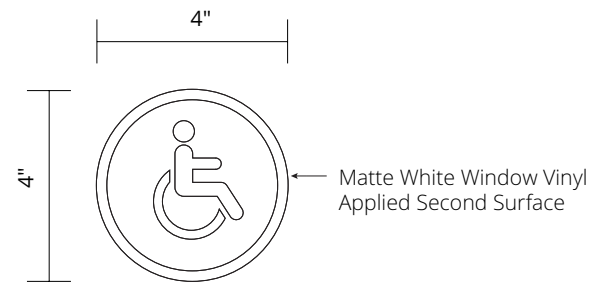
**P4B** Front View QTY: 1  
Scale: 3" = 1' .71875 Sq.Ft.



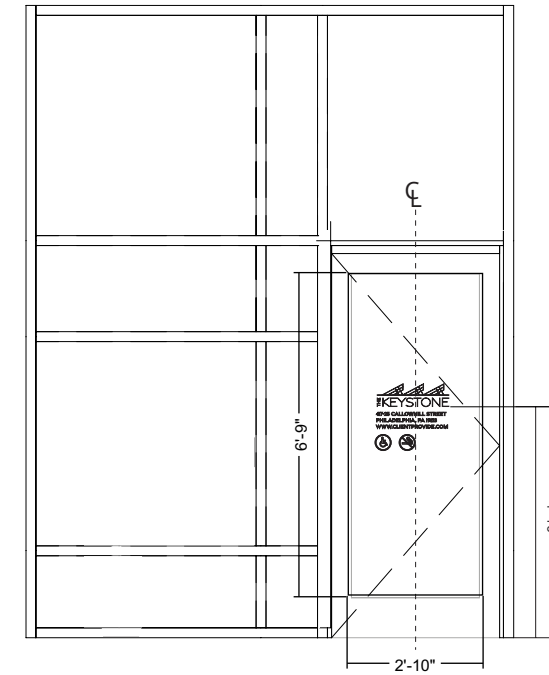
**P5B** Front View QTY: 1  
Scale: 3" = 1' .63736 Sq.Ft.



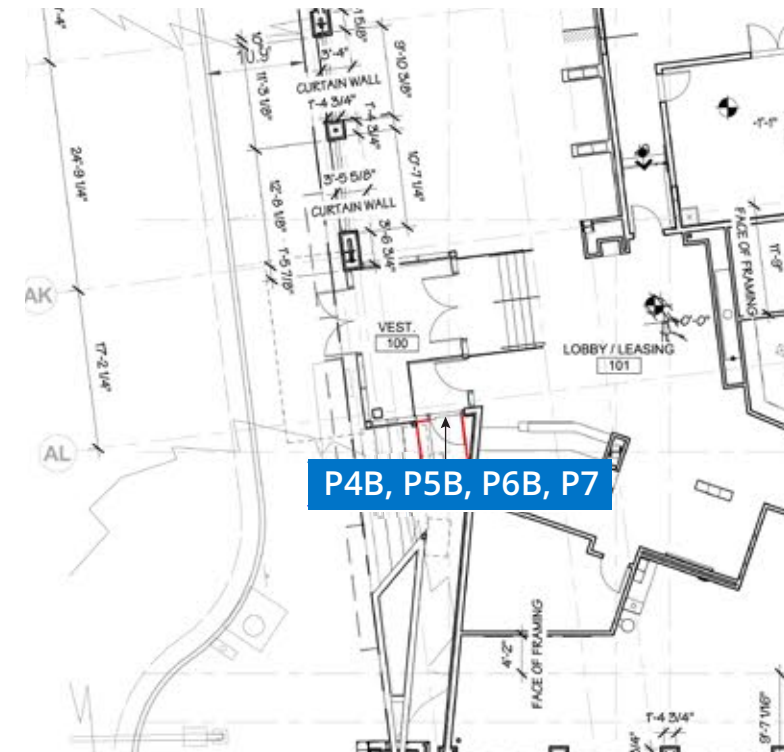
**P6B** Front View QTY: 1 EACH  
Scale: 6" = 1' .1111 Sq.Ft.



**P7** Front View QTY: 1 EACH  
Scale: 6" = 1' .1111 Sq.Ft.



**4** South Elevation - Handicap Entrance  
Scale: 1/4" = 1'



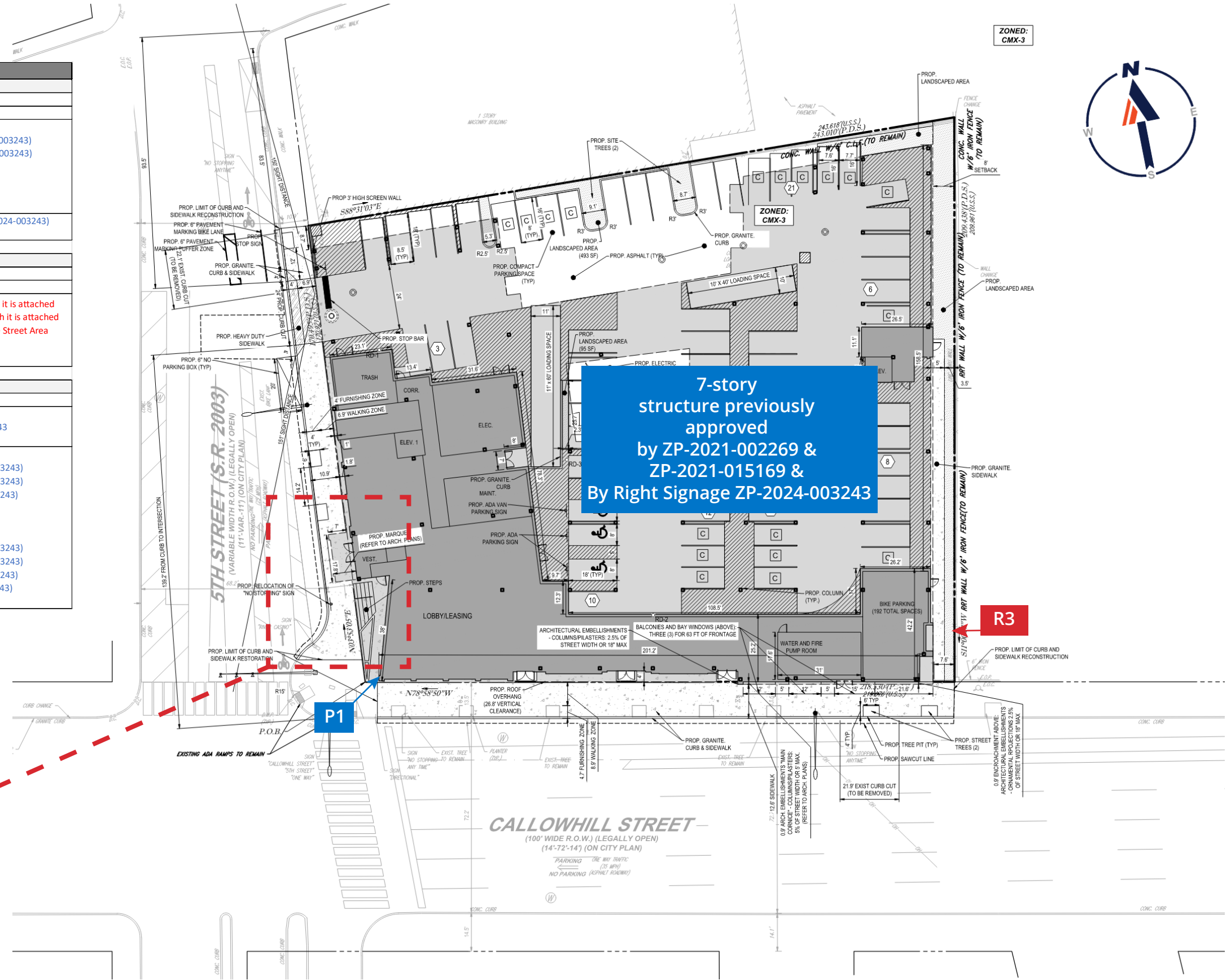
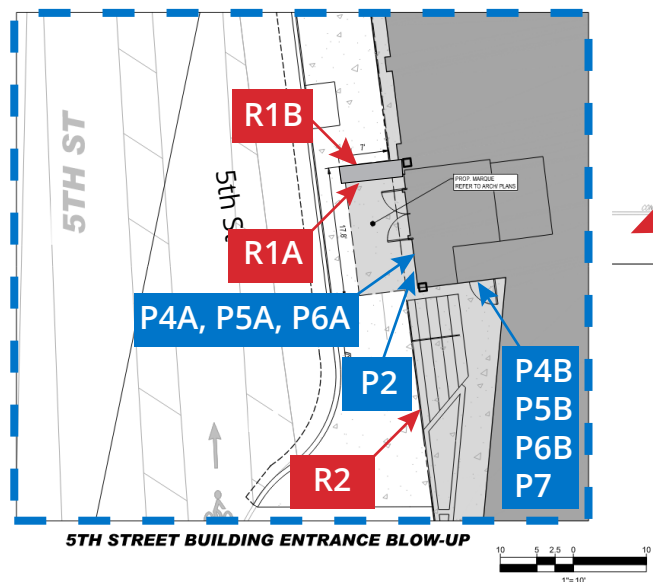


# SITE PLAN

CMX-3 Zoning		
Wall Signs		
Required	Proposed	
Max #	N/A	4
Max Area	2 SF per linear foot of street frontage (170'-6" Linear frontage on 5th Street = +/- 341 SqFt) 14-50(7)(e).1) & (.4)	P1 = 35.8125 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) P2 = 4.96 SqFt (APPROVED PREVIOUSLY BY ZP-2024-003243) R2 = 104.67 SqFt R3 = 60.91 SqFt 206.3525 SqFt
Max Height	Below Second Floor Windowsill	Conformed: P1, P2 (APPROVED PREVIOUSLY BY ZP-2024-003243) Non-Conformed: R2, R3
Projecting Signs		
Required	Proposed	
Max #	N/A	2
Max Projection	A projecting sign shall not extend more than four ft. from the building facade to which it is attached.	R1A = Projects 6'-8" from the face of the façade to which it is attached R1B = Projects 6'-8" from the face of the façade to which it is attached 14-50(7)(e).4) - Property falls outside the area of the Vine Street Area where projecting signs are permitted.
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Required	Proposed	
Max #	Signs may be placed in no more than 2 windows; or one window and one transparent glass door. See § 14-904 (1)(i)	1 Window, 1 Door APPROVED PREVIOUSLY BY ZP-2024-003243
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  PREVIOUSLY APPROVED BY ZP-2024-003243

  CURRENTLY SUBMITTED



# WEST ELEVATION

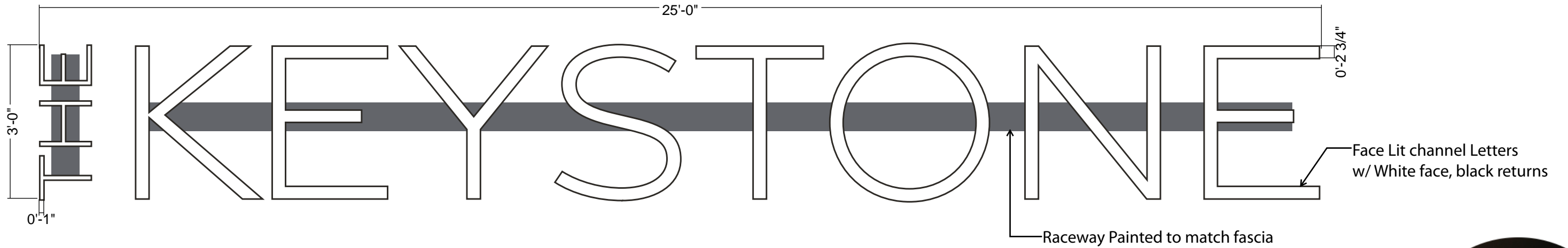
PREVIOUSLY APPROVED BY ZP-2024-003243  
 CURRENTLY SUBMITTED



1 West Elevation  
Scale: 1/16" = 1'

# WEST ELEVATION

■ PREVIOUSLY APPROVED BY ZP-2024-003243  
■ CURRENTLY SUBMITTED



1 **R2 - UPPER RIM LETTER SET FRONT VIEW**  
 Scale: 1/2" = 1'

75 Sq.Ft.



## Slimtek-F

Face lit

A simple but impactful letter! The face lights up perfectly uniform and it can be vinyl-coated for further customization. The back and returns are painted to any Pantone color code.

2 West Elevation  
 Scale: 3/32" = 1'

# WEST ELEVATION - FIN



1 **R1A - Fin Address Front View**  
Scale: 1/4" = 1' 28.23 Sq.Ft.

2 **R1B - Fin Address Front View**  
Scale: 1/4" = 1' 28.23 Sq.Ft.



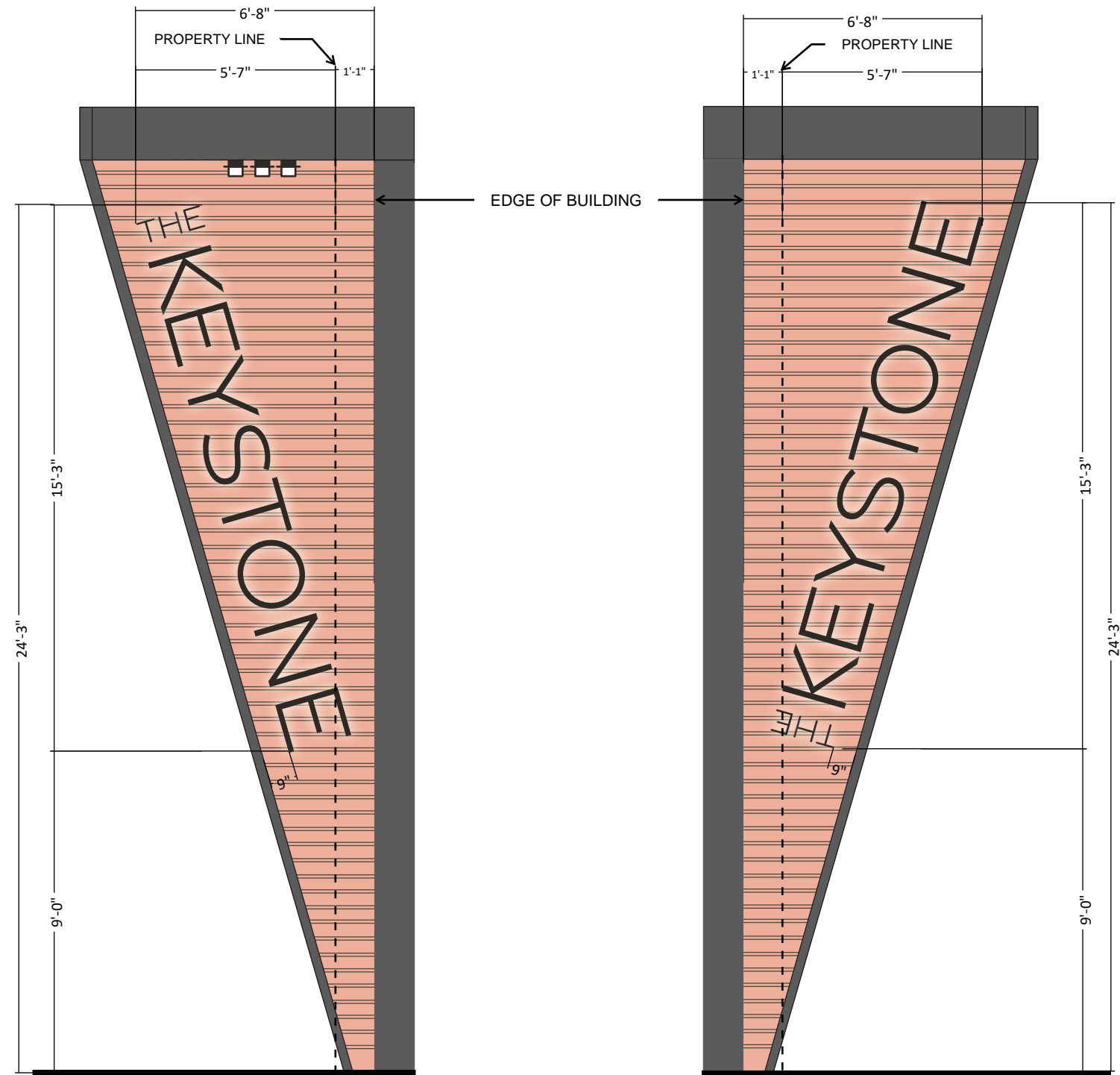
## Slimtek-S

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3 **Side View**  
Scale: 1/4" = 1'



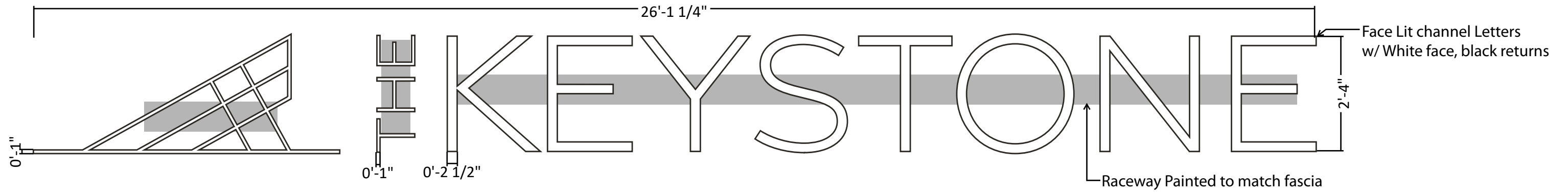
4 **R1A - Front View**  
Scale: 1/4" = 1'

5 **R1B - Front View**  
Scale: 1/4" = 1'



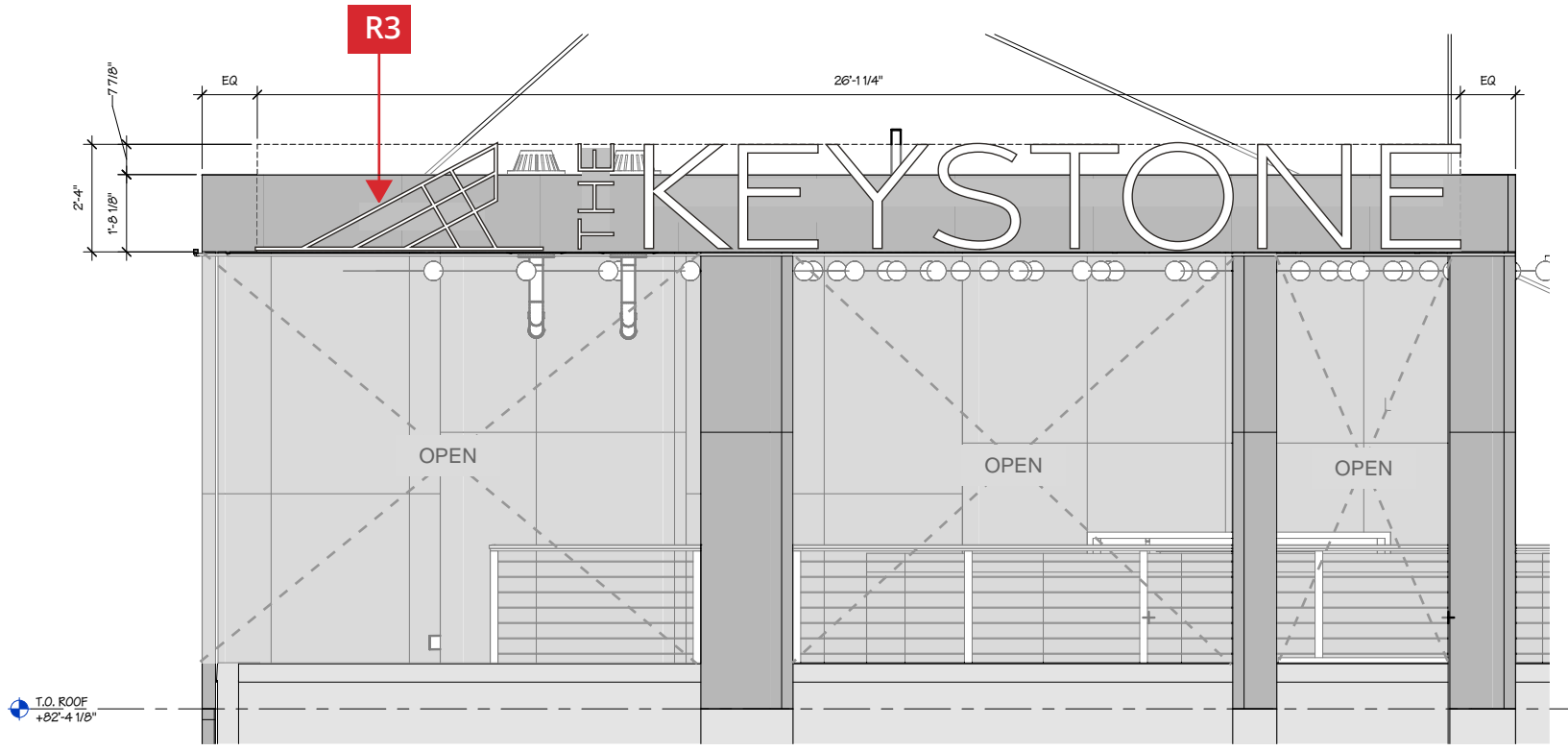
# EAST ELEVATION

PREVIOUSLY APPROVED BY ZP-2024-003243  
 CURRENTLY SUBMITTED



1 R3 - UPPER RIM LETTER SET FRONT VIEW  
 Scale: 1/2" = 1'

60.91 Sq.Ft.



2 East Elevation  
 Scale: 1/4" = 1'