



Sign & Streetery Committee Report

Wednesday, March 26, 2025 - 9:30 AM

The Philadelphia Art
Commission
Established 1911

Robert Roesch
Chair

José Almiñana
Carmen Febo San Miguel
Matthew Kenyatta
James Lowe
Raed Nasser
Pepón Osorio
Rebecca Segall
Mario Zacharjusz

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Raed Nasser
Labaron Palmer
Robert Roesch
Alex M. Smith

Alex M. Smith
Director

Streetery Structure Applications

First Reviews:

- 56-25**
New Wave Cafe
784 S 3rd Street

Recommend for approval as presented. Proposal replaces existing streetery structure that does not comply with current City standards.

- 57-25**
The International Bar
1624 N Front Street

Recommend for approval to legalize as presented. Proposal is for legalization of existing streetery structure that complies with current City standards.

Sign Applications

Second Reviews:

- 29-25**
Sandbox
1712 Walnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area, Rittenhouse Square

Recommend for approval as presented. The Committee appreciated the revisions to reduce overall amount of signage and bring into compliance with Zoning Code.

- 9-25**
RE\MAX
6100 Ridge Avenue
Zoning: CMX-2.5 within /RAN Ridge Avenue Neighborhoods Overlay District

Recommend for approval as presented. The Committee appreciated the revisions to simplify the signage and clarify the names of the businesses.

First Reviews:

- 53-25**
SEPTA Metro Signage - Chinatown
8th & Race Streets
Zoning: CMX-4

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

215-683-4636

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Recommend for approval as presented. The station renovation was previously approved by the Art Commission in February 2025. The overall SEPTA Metro system-wide wayfinding and branding program was previously approved by the Art Commission in March 2023.

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- 2. 54-25**
Calder Gardens
2100 Benjamin Franklin Parkway
Zoning: SP-PO-A within /CTR Center City Overlay District –
Parkway Buffer

Recommend for approval as presented.

- 3. 58-25**
JD
1530 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval as presented. Proposed signage is additional to wall signs previously approved by Art Commission in November 2024. Applicant confirmed that window signage shown in existing conditions photos, but not part of application, was temporarily installed during construction and has since been completely removed.

- 4. 59-25**
Dunkin
1001 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval based on revisions received. Upon the request of the Committee, the applicant removed the projecting signs prohibited at this location. Noting that the proposed wall sign is smaller than the previous wall sign, the Committee also requested the applicant ensure repair of the portion of the building affected by the previous sign and left exposed by the new one. Proposal requires approval by the Philadelphia Historical Commission.

- 5. 60-25**
Philly Watch & Jewelry
1535 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area, City Hall Area

Recommend for approval based on revisions received. Upon the request of the Committee, the applicant revised the yellow bar of text underneath the business name to eliminate redundancy with the text in the business name.

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6. 61-25

H&R Block

1201 Chestnut Street

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

Recommend for approval upon receipt of additional information. The proposed projecting sign is prohibited at this location. The Committee agreed to recommend approval for the projecting sign contingent on ZBA approval.

7. 62-25

Wonder

1600 Chestnut Street

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

Recommend for revise and resubmit. The Committee requested the window signage be minimized, noting the current amount shown would not comply with the Zoning Code. The Committee requested clarification on the depth from the window of the interior hanging sign. The Committee requested clarification on the position of the wall signs on the raceway, noting inconsistencies between the elevations and renderings.

8. 63-25

Wonder

1001 S Broad Street

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

Recommend for approval as presented.

9. 69-25

Leo Restaurant & Bar (at the Kimmel Center)

300 S Broad Street

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

Recommend for approval upon receipt of additional information. The proposed projecting sign is prohibited at this location. The Committee agreed to recommend approval for the projecting sign contingent on ZBA approval.

10. 64-25

Rockwell (at the Curtis)

601 Walnut Street

Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area, Independence Hall Area, Washington Square

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Recommend for conceptual approval of signage location to be on the sides of the existing marquee, with the requirement that the applicant return for a second review when the final signage design is developed. The applicant noted that the signage shown was placeholder signage and that the final design would be more linear and subtle. The Committee recommended that the final design be smaller. The Committee noted the signage may require ZBA approval due to its projection over the Right-of-Way and location within the Independence Hall Area of the Center City Overlay District.

11. 65-25

Amma's South Indian Cuisine

1500 Walnut Street

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

Recommend for approval based on revisions received. Upon the request of the Committee, the applicant revised the size and location of the secondary text. The secondary text is now located below the business name, centered over the business entrance.

12. 66-25

Bullseye

1509 Walnut Street

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

Recommend for approval as presented.

13. 70-25

Veronica Beard

1709 Walnut Street

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

Recommend for approval as presented. Proposal requires Philadelphia Historical Commission approval. The Committee noted that, should PHC have concerns about the number of pins in the façade used to install the channel letters, then using a subtle raceway painted to match the building façade would be an acceptable alternative that would not change the Committee's recommendation for approval.

14. 71-25

Catbird

1734-46 Chestnut Street

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

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Center City Commercial Area

Recommend for approval as presented.

15. 72-25

7th Avenue

1421 Walnut Street

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

Recommend for revise and resubmit. The Committee had concerns about how the sign appeared to fit within the sign band. The Committee recommended, as suggestions: that the white border around the business name be removed; or that the text size be reduced to provide more space between the text and the border.

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