



GRUSKIN GROUP™

April 16, 2025

Sign and Streetery Committee
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Subject: Verizon New Exterior Signage

Hello,

We are submitting the exterior signage for the Verizon store at 1430 Walnut St, Philadelphia, PA 19102, for review at the April 30, 2025, Art Commission's Sign and Streetery Committee (SSC) meeting.

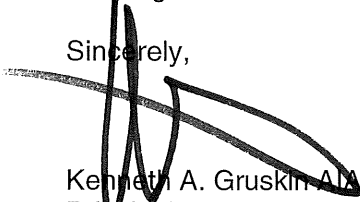
We (Gruskin Group, A Professional Corporation/Gruskin Architecture + Design, P.C.) are the Architects for the new Verizon signage design at this location. Verizon is rebranding its signage across the nation to match their new logo and color scheme. This submission is for obtaining approval to replace the existing sign with the new corporate signage.

There are two existing signs that will need to be modified. The existing signs are interior illuminated channel letters composed of black letters with a red checkmark mounted to two existing horizontal rails supported by the curtain wall system via knife plates. The new signage design will be interior illuminated red channel letters on the existing rail supports. The letter size will match the existing height.

Additionally, we are proposing a new blade sign featuring the letter "V" (approximately 48" high), which will project off the building face near the front entry doors. Some additional interior window signage will be added roughly 3'-0" back from the glass, but it is our understanding these signs will not require review by the SSC.

Please feel free to contact our office with any questions regarding this submission prior to the meeting.

Sincerely,



Kenneth A. Gruskin, AIA
Principal
NJ RA 9999
PA RA015432B



PROPOSED EXTERIOR SIGNS FOR

verizon

WALNUT STREET
1430 WALNUT ST.
PHILADELPHIA, PA 19102



1 EXISTING FACADE VIEW 1
SCALE: N.T.S.



2 EXISTING FACADE VIEW 2
SCALE: N.T.S.



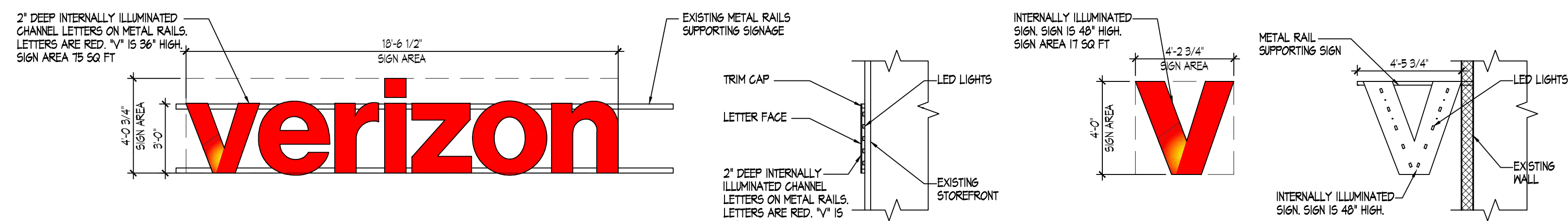
3 PROPOSED EXTERIOR SIGN VIEW 1
SCALE: N.T.S.



4 PROPOSED EXTERIOR SIGN VIEW 2
SCALE: N.T.S.

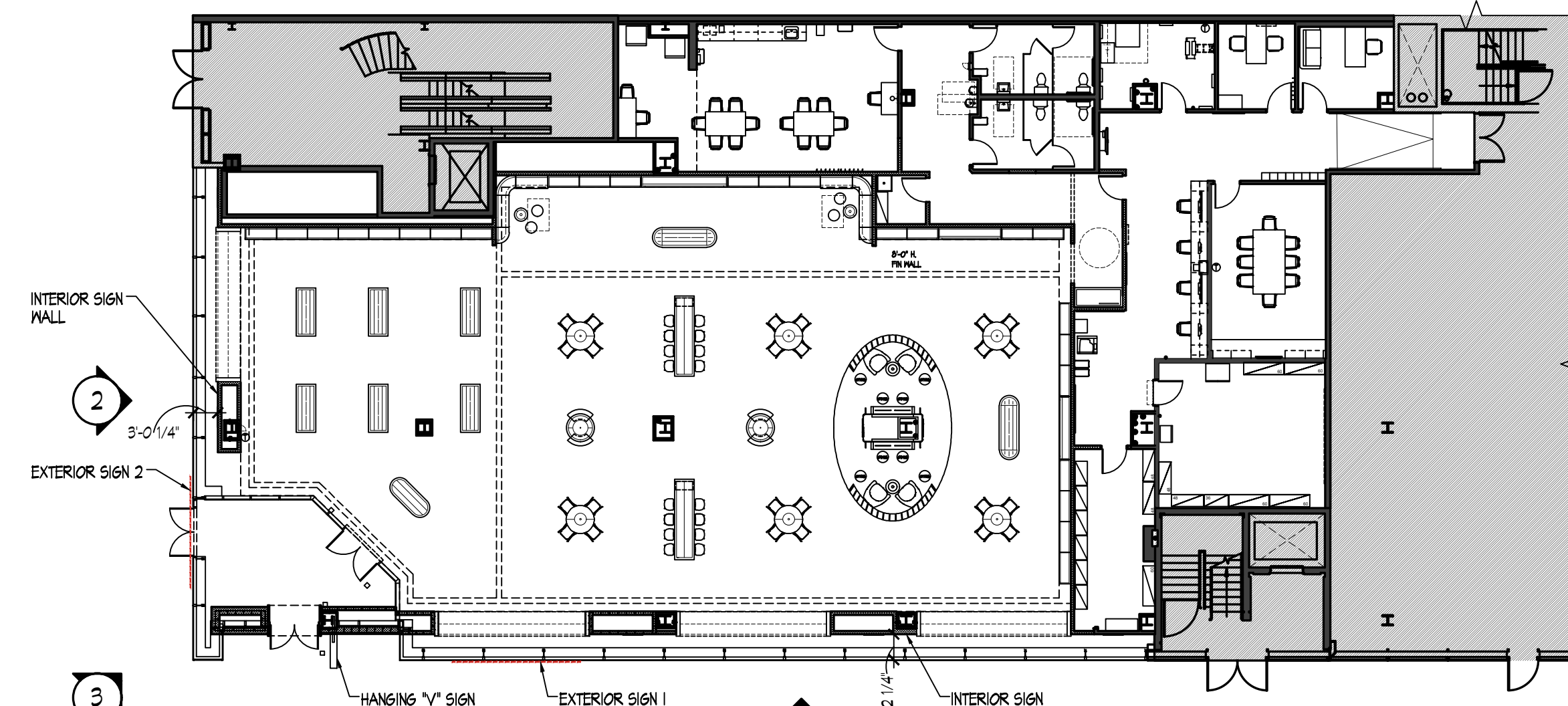


5 PROPOSED EXTERIOR SIGN VIEW 3
SCALE: N.T.S.



6 PROPOSED EXTERIOR SIGN 1 AND 2 DETAILS
SCALE: 1/4" = 1'-0"

7 PROPOSED HANGING "V" SIGN DETAILS
SCALE: 1/4" = 1'-0"



A 1430 WALNUT STREET FLOOR PLAN
SCALE: 1/16" = 1'-0"



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Kenneth A. Gruskin AIA

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AK 13167	NC 9961
AR 3811	ND 1666
AZ 35209	NE A-3547
CA C 29898	NH 2796
CO ARC-400347	NJ AI 09999
CT 9613	NM 004168
DC ARC100723	NV 5521
DE 0006261	NY 023528-1 NY
FL 4891629	OK 04895
GA RA011075	OH 13761
HI AR 11489	OR 4899
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ID AR-984459	PR 19985
IL 001-019152	RI 2666
IN AR10400066	SC 8834
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MA 10635	WA 0401 011223
MI 1301052379	WA 10344
MN 44326	WI 9900-005
MO A-2005029740	WV 3727
MS 3860	WY C-1967

Professional Seal:

Consultant:

Job Name and Number: 2024-0101

Proposed Exterior Signs for Verizon

Job Address: 1430 Walnut St Philadelphia, PA 19102 (Walnut Street)

Existing Exterior Signs, Proposed Exterior Signs, and Floor Plan

Drawn By: ATM/JS North Arrow

Checked By: KG

Date Issued For Client: Landlord: 4/23/2025

Permit: Construction:

Revisions based on No. Date Description

Drawing Number: **A1.0** 1 OF 1

J:\VERIZON\00 STORES BY STATE\PENNSYLVANIA\2024-0101 WALNUT ST-PHILADELPHIA, PA NEXTGEN ELEVATION\DOCUMENTS\13 CODE CRITERIA\VERIZON-1430 WALNUT ST PHILADELPHIA PA-4-23-2025.DWG