

April 16th, 2025  
City of Philadelphia Streets & Signage Commission  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102

**RE: Mann Center for the Performing Arts - Entry Plaza and Welcome Center Project**

Dear Members of the Philadelphia Streets & Signage Commission:

The Mann Center for the Performing Arts (MCPA) respectfully requests to be added to the agenda for the Philadelphia Streets and Signage Commission meeting scheduled for April 30, 2025. We seek the Commission's review and approval of the Centennial Wall East part of the overall Entry Plaza and Welcome Center Project following our unanimous approval from the Art Commission in March 2025.

The Mann Center, a not-for-profit outdoor performance center located in Philadelphia's Fairmount Park, has been serving the community since 1976. As part of our commitment to enhancing the visitor experience and accommodating our growing audience of over 200,000 patrons annually, we have developed plans for significant improvements to our entry plaza and the addition of a new welcome center.

Following the completion of our comprehensive Master Plan in 2021, the MCPA Board has approved moving forward with this project phase, with targeted completion by the opening of the 2026 season. This timing is particularly significant as it coincides with both the 50th anniversary of the Mann Center and the 250th anniversary of the United States of America.

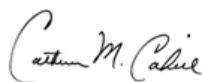
The Centennial Wall East includes the installation of a dynamic video wall on the existing East Wall of the Mann Center main pavilion for historical storytelling of the Centennial District and digital mural art content. The video wall will be complemented by distributed audio throughout the MCPA entry plaza.

The design team at Crafted Action has developed these plans in alignment with our Master Plan, larger Entry Plaza reimagination project, and with Aegis providing project management services. We look forward to presenting the detailed designs and addressing any questions the Commission may have during the April 30th meeting.

Our team is requesting that we present this part of the project at this time, and we will be returning to the Streets and Signage Commission at a later meeting to present and review the larger signage package for the Plaza project. We feel that since the Centennial Wall East is ready for presentation and can function as a stand-alone element of the larger project, this review approach should be amenable.

Thank you for your consideration of this request. Please confirm our placement on the agenda at your earliest convenience. Should you have any questions prior to the meeting on the 30th, please reach out to our partners at Aegis.

Sincerely,



Catherine M. Cahill  
President & CEO

The Mann Center for the Performing Arts / *Signage Commission Review*

# Centennial Wall East

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*April 30, 2025*

**EWING  
COLE**

×

**theMann.**

×

Crafted Action

×

 **AEGIS**

×

**Pennoni**

×

  
**HUNTER  
ROBERTS**



## Existing Condition - *4,900 Square Feet of Rusted Terne Metal*





## Our Proposal - *The Centennial Wall East*



# Key Takeaways

1. [Passed unanimously by the Art Review Committee, City Councilman Curtis Jones, & Parks & Recreation](#)  
The art committee “**enthusiastically**” approved our proposal on 3/12
2. [Zero visibility or disturbance to the surrounding community](#)  
The displays will not be visible to the West Parkside residential community since they are contained within the gates and face east.
3. [Content: Beauty & Stories, Not Advertisements](#)  
Each of the digital components will deliver **curated cultural messaging**. Not Ads.
4. [Community Partnerships](#)  
We recently announced our **partnership with the Mural Arts** which opens up the door to develop **community-driven content**.
5. [Maximum Controllability](#)  
The digital displays will **only be used on days** when the venue is open. They are all on **auto-dimming sensors**, which will automatically adjust depending on lighting conditions.





# View from Surrounding Area

No visibility from Parkside or Concourse Drive



Philadelphia Academy  
For Nurse Aide...

250 meters  
820 feet

Ticket office and  
bicycle parking

300 meters  
985 feet

Catholic Total  
Abstinence  
Fountain

Fairmount Park  
Free Parking Lot 2

Fairmount parking

100 m

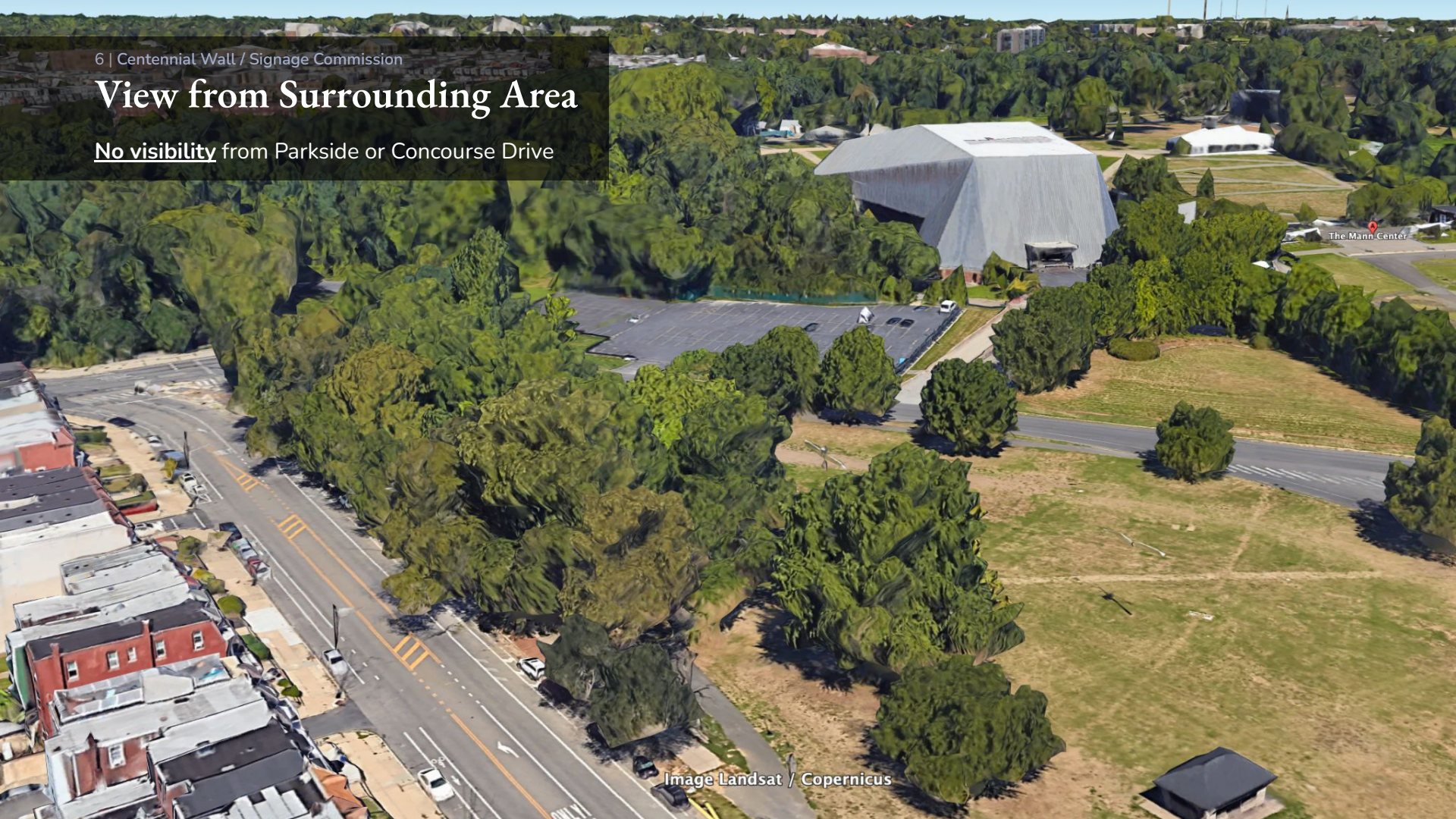




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## View from Surrounding Area

No visibility from Parkside or Concourse Drive





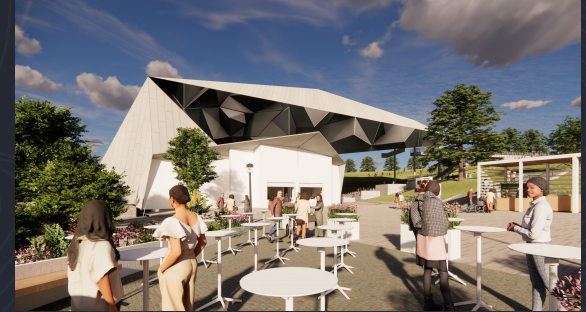
The Canvas will be used *exclusively* for:



1. Historical Content



2. Welcome Animations



3. Commissioned Artwork

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The donor gift agreement specifies  
*absolutely no advertisements*



# 1. Historical Content about Fairmount Park & the Centennial Exposition





## 2. Curated welcome animations and imagery

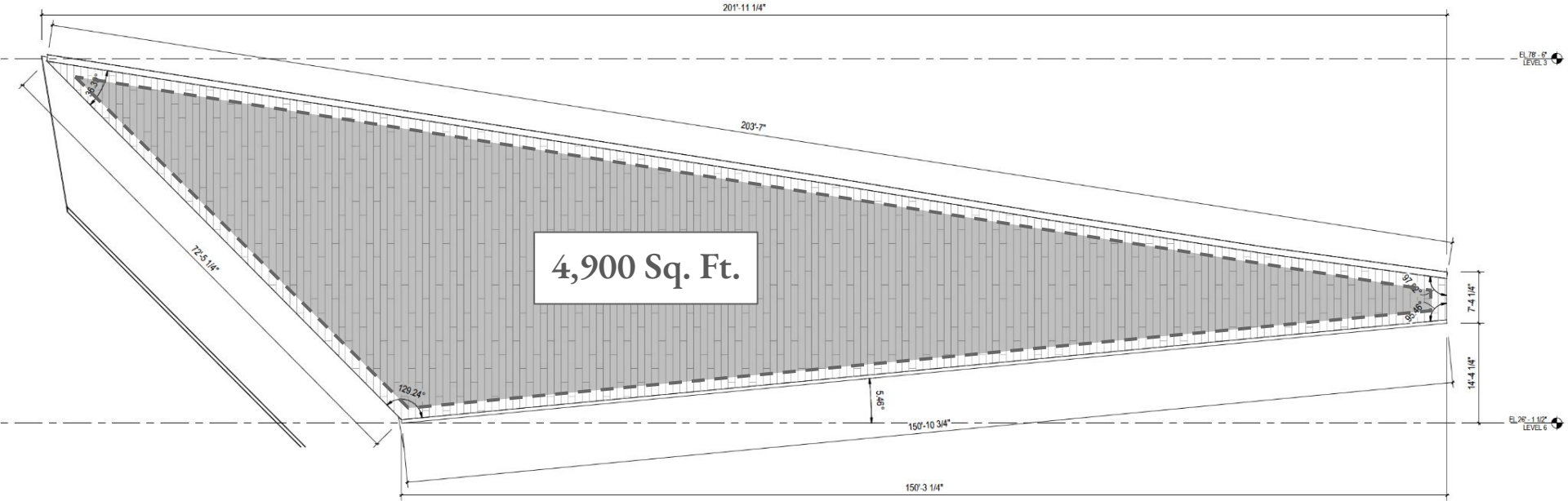




### 3. Commissioned art through a partnership with



# Canvas Dimensions





# LED Hardware

We will be using 8mm SNA EMPIRE™ Outdoor-rated (IP66) Direct View LED displays. These comes as a series of easy-to-replace or repair cabinets

## Optimal Viewing Distance

- **Minimum Optimal Viewing Distance:** ~26 feet (8 meters)  
(Calculated based on pixel pitch: 1 mm ≈ 1 meter viewing distance)

## Brightness

- **Typical Brightness:** 5,000 to 7,000 nits
- High enough for **direct sunlight visibility** in outdoor environments

## Resolution Per Panel

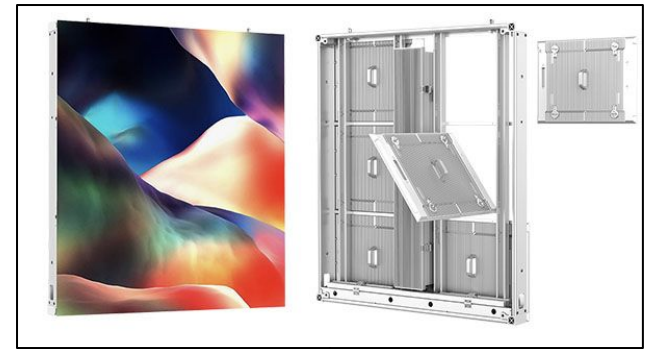
- **Panel Size:** 500mm x 500mm (approx. 19.7" x 19.7")
- **Resolution (8mm pixel pitch):**→ 62 x 62 pixels per panel

## Lifespan

- **Typical Lifespan:** 100,000 hours
- Equivalent to over **11 years** of 24/7 operation

## Typical Cabinet Dimensions

- **Width:** 960 mm (37.8 in)
- **Height:** 960 mm (37.8 in)
- **Depth:** 120–150 mm (4.7–5.9 in)



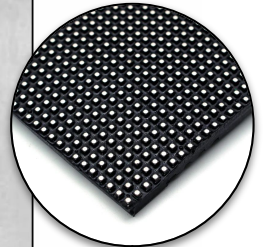
Horizontal L6 steel support  
(provided by others)

Existing building

1530 slotted extrusion

1515 slotted extrusion  
Provides attachment  
to LED cabinets

LED cabinets





Thank you

*Let's create a legacy that will  
inspire future generations*

EWING  
COLE

x

theMann.

x

Crafted Action

x

AEGIS

x

Pennoni

x

HUNTER  
ROBERTS