



Sign & Streeter Committee Report

Wednesday, April 30, 2025 - 9:30 AM

The Philadelphia Art
Commission
Established 1911

Robert Roesch
Chair

Carmen Febo San Miguel
Matthew Kenyatta
James Lowe
Raed Nasser
Pepón Osorio
Rebecca Segall

**Sign and Streeter
Committee**
Raed Nasser
Shannon Garrison
Robert Roesch
Alex M. Smith

Alex M. Smith
Director

Sign Applications

Second Reviews:

1. 27-25

Saints

1901 Chestnut Street

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

Recommendation for Approval as revised.

2. 62-25

Wonder

1600 Chestnut Street

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

Recommendation for Approval as revised.

3. 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

Recommendation of Revisions Needed. The Committee expressed concerns about the overall size and amount of text, noting it had increased since the concept review. The Committee noted that the graphics and text appeared too cramped-in, given the space constraints of the marquee, requesting that the sign be redesigned to appear less cluttered.

The proposal previously received Conceptual Approval from the Art Commission to utilize the sides of the marquee for signage. L&I to confirm whether the proposal will require ZBA approval due to its location within the Independence Hall Area of the Center City Overlay District (Code section 14-502(7)(g)(.1)).

4. 70-25

Veronica Beard

1709 Walnut Street

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

Recommendation for Approval as revised.

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

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5. 72-25

7th Avenue

1421 Walnut Street

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

*Recommendation for Approval. Applicant team acknowledges that the sign has
been fabricated in advance of approval.*

First Reviews:

1. 55-25

The Mann Center for the Performing Arts

5201 Parkside Avenue

Zoning: SP-PO-A; Signage on City-owned property

Recommendation for Approval as presented.

2. 90-25

Philadelphia Ballet

323 N Broad Street

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

*Recommendation for Approval Upon Receipt of Additional Information.
Applicant team to furnish approvals of ZBA and any other agencies having
jurisdiction (PennDOT, Streets Department and L&I as examples).*

3. 93-25

FS Investments

3025 JFK Boulevard

Zoning: CMX-5; Building ID Signage in CMX-5 Zoning District

*Recommendation for Approval as revised following meeting. It was confirmed by
the applicant that the small sign option was selected, and additional details were
provided regarding mounting and centering within the building façade.*

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4. **91-25**
Verizon
1430 Walnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Recommendation for Approval as revised following meeting. Two wall signs were approved as originally proposed. Projecting sign was removed from the application.

5. **92-25**
Dunkin'
1204 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Recommendation for Approval for the wall sign. Recommendation of Denial for the projecting sign. This signage proposal was reviewed holistically for the property however the signage was submitted under two separate zoning applications.

6. **94-25**
Beach Street Landing
700 N Delaware Avenue
Zoning: CMX-3; Signage encroachment within Right-of-Way

Recommendation of Revisions Needed. The Committee noted that the sign package as proposed feels excessive and unrelated to the pedestrian wayfinding experience. The Committee requests the full signage package to better understand the holistic signage approach for this building. Additionally, the blade signs will require approval from the ZBA as they are located above the second story windowsill.

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