

ADDRESS: 123-29 CHESTNUT ST

Proposal: Install signage

Review Requested: Final Approval

Owner: 123-129 Chestnut St Associates

Applicant: Stephanie Rumer, Permex Permit Expediting

History: 1903; Corn Exchange National Bank; Newman, Woodman & Harris, architects; alterations/additions, Horace Trumbauer, 1912, 1929, 1931

Individual Designation: 11/4/1976

District Designation: Old City Historic District, Significant, 12/12/2003

Preservation Easement: Yes

Staff Contact: Ted Maust, theodore.maust@phila.gov

BACKGROUND: This application proposes installing a sign at the corner of the former Corn Exchange National Bank and raising a flag sign on an existing flagpole on the Chestnut Street elevation. The proposed signage is an addition to signage above the pedestrian doors.

The corner sign would be attached to a bracket mounted to the brick quoins at the corner using sleeve anchors or an alternate method approved by the Historical Commission. The application notes that internal illumination of the aluminum and acrylic sign may be included if permitted by city code.

The proposed flag sign measures 5 feet by 8 feet and would hang from an existing pole and pole extension.

SCOPE OF WORK:

- Install corner-mounted sign and flag sign.

STANDARDS FOR REVIEW:

- *Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*
 - The proposed mounting locations of the corner signs would compromise the distinctive brick quoins and the sign materials are incompatible with the historic materials and features.

STAFF RECOMMENDATION: Denial of the corner sign but approval of the flag sign, pursuant to Standard 9.



The experts in permit services

484-883-3640

stephanie@permexpress.com

**Historic Preservation
Philadelphia Historical Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102**

May 7, 2025

Re: Chase Sign Proposal – 123 Chestnut Street, Philadelphia, PA

Hello Historic Preservation Staff,

Chase Bank would like to add signage onto their existing façade. They currently have two existing storefront signs measuring 2'-1/2"H x 4'-4 1/2" W on each elevation. They would like to add a double-faced illuminated projecting sign on the corner of the building measuring 6.72 square feet and projects 1'-6 3/8" from the building. There is an existing empty flagpole attached to the building that they would like to add a 40 SF flag sign.

The reason for the additional proposed signage is the need for more exposure. Chase is receiving a lot of customer complaints that the branch cannot be seen with just the two over the door signs. They feel an illuminated corner sign and a flag for the empty flagpole would help with customer traffic.

We would like our sign proposal to be reviewed at the next Architectural Committee meeting on May 27th.

Sincerely,

Stephanie Rumer

116 Ellis Road

Havertown, PA 19083

Stephanie@permexpress.com

484-883-3640

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LOCATION NUMBER:

160342

SITE ADDRESS:

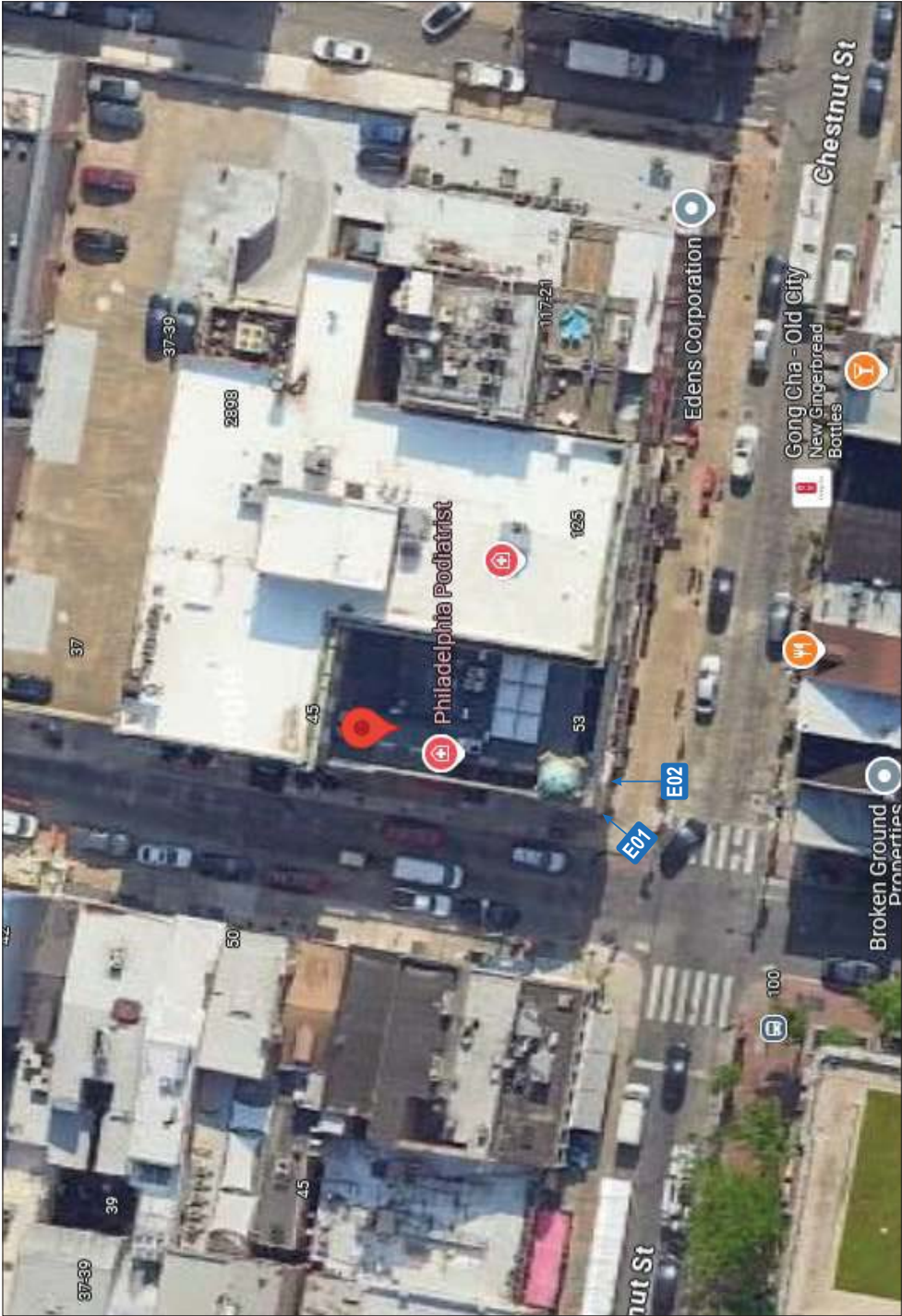
123 Chestnut St
Philadelphia, PA
19106-3059



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SITE PLAN

SCOPE OF WORK	
E01	F-6 Flag Sign
E02	Temp Flag



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CLIENT:
CHASE

123 Chestnut St
Philadelphia, PA
19106-3059

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ORDER NUMBER:
1231349

SITE NUMBER:
160342

ELECTRONIC FILE NAME:
K:\ACCOUNTS\Chase SignatureLocations\2024\PAI\160342_Philadelphia
160342_Philadelphia_R7.cdr

PROJECT NUMBER:
3742

PROJECT MANAGER:
Jordan Miller

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	50974	12/19/24 BS		Rev7	52786	05/05/25 BS	
Rev 1	50768	12/23/24 BS					
Rev 2	50769	12/26/24 BS					
Rev 3	50975	01/14/25 BS					
Rev 4	51854	01/20/25 BS					
Rev 5	51844	02/19/25 BS					
Rev 6	51749	02/28/25 BS					

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E01

D/F ILLUMINATED FLAG SIGN

Scaled Proportionally

F-6

6.72 square feet

Corner mount on building

← Tenant Width (2nd Street): 61'-1" — Tenant Width (Chestnut Street): 54'-0" →



5'-0"
±10'-0"
Above
Grade

EXISTING CONDITIONS



Existing storefront signs:
2'-1/2"H X 4'-4-1/2"W

*Illumination to be determined
upon city code

LEFT SIDE VIEW



RIGHT SIDE VIEW





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ORDER NUMBER: 1231349	PROJECT NUMBER: 3742
SITE NUMBER: 160342	PROJECT MANAGER: Jordan Miller
ELECTRONIC FILE NAME: K:\ACCOUNTS\Chase Signal\Locations\2024\PAI\60342_Philadelphia 160342_Philadelphia_R7.cdr	

Rev #	Req #	Date/Artist	Description
Original	507674	12/19/24 BS	Revised location
Rev 1	507668	12/23/24 BS	Added left and right photo views
Rev 2	507669	12/26/24 BS	Revised location
Rev 3	50757	01/14/25 BS	Revised location
Rev 4	51854	01/20/25 BS	Revised per survey
Rev 5	51844	02/19/25 BS	
Rev 6	517439	02/28/25 BS	
Rev 7	52786	05/05/25 BS	Added building dims

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refer to
PRODUCTION SHOP DRAWING
B244124
for manufacturing details

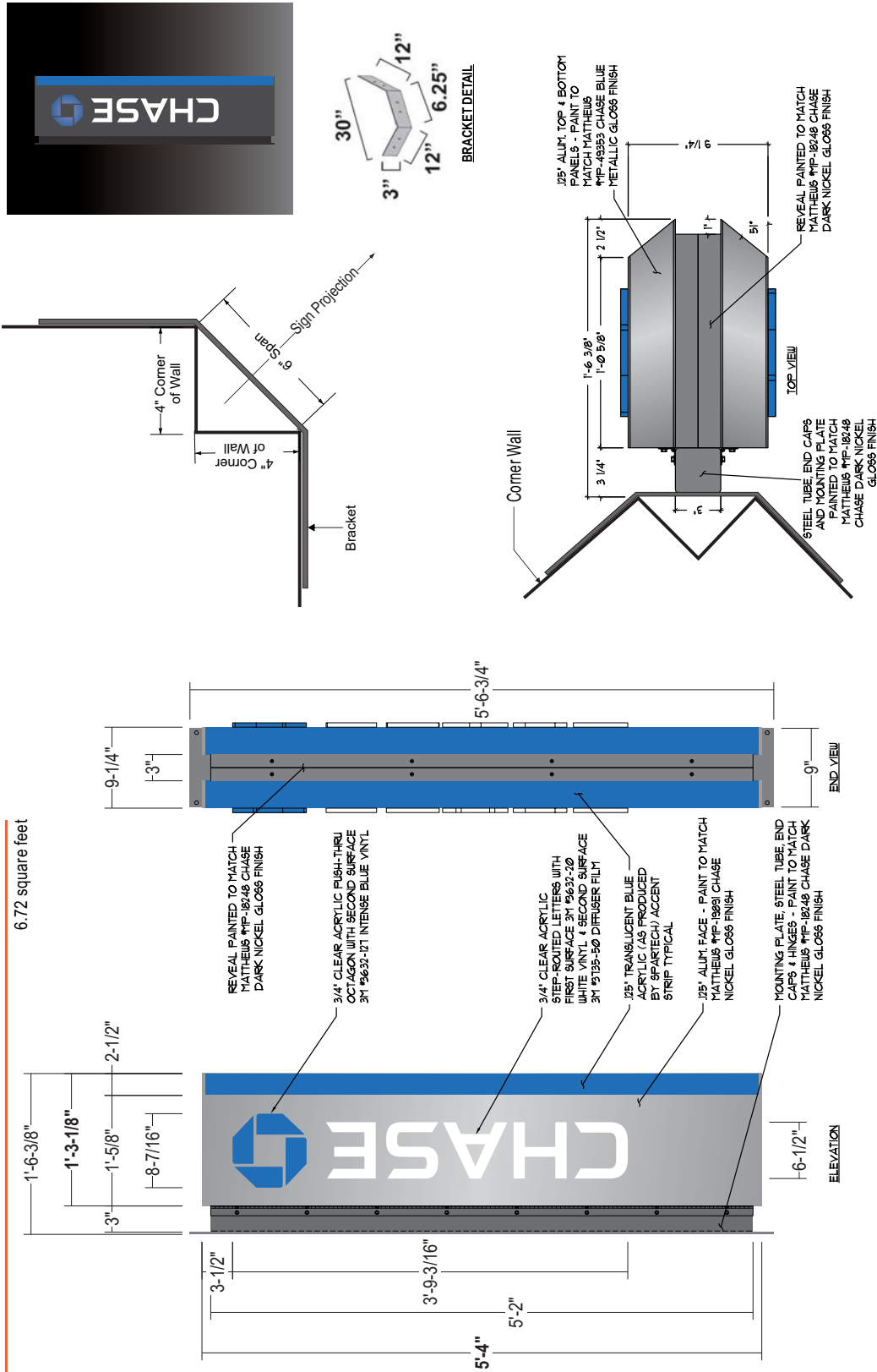
*Custom bracket
required

WALL MATERIAL: Brick

INSTALL: Sleeve anchors into brick
wall or approved alternate
per engineering

QUANTITY: (1) One required

*Illumination to be determined
upon city code



Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	50874	12/19/24 BS		Rev7	52786	10/05/25 BS	
Rev 1	50768	12/23/24 BS	Revised location				
Rev 2	50789	12/26/24 BS					
Rev 3	50757	01/14/25 BS					
Rev 4	51854	01/20/25 BS					
Rev 5	51844	02/19/25 BS	Revised per survey				
Rev 6	51749	02/28/25 BS	Updated bracket				

40.0 square feet



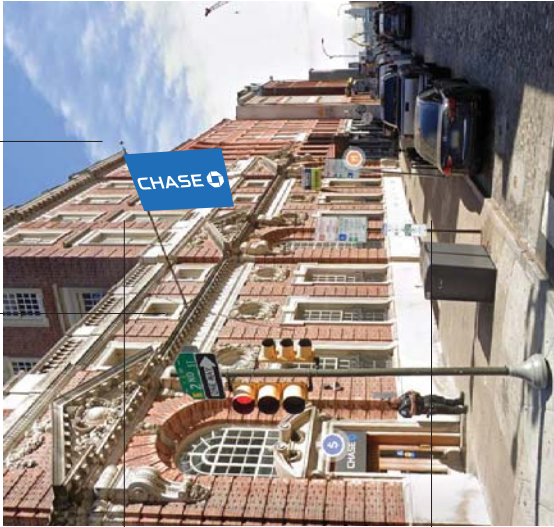
2" Pole pocket
at top of flag
for existing pole mount

- POLE:** Existing flag pole to remain as is - pole size IBV;
Molded flag stoppers required to keep flag in place
- FLAG:** New standard flag material with printed graphics to match colors as noted:
White and Chase Blue Pantone 300C
- QUANTITY:** (1) One D/F flag required

EXISTING CONDITIONS



17'-6" Flag Pole
Extension



30'-0"
Grade to
top of Pole

PROPOSED CONDITIONS

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	50874	12/19/24 BS		Rev 7	52786	05/05/25 BS	
Rev 1	50768	12/23/24 BS	Revised size				
Rev 2	50789	12/26/24 BS	Revised size				
Rev 3	50757	01/14/25 BS	Revised size				
Rev 4	51854	01/20/25 BS	Revised layout				
Rev 5	51844	02/19/25 BS	Revised per survey				
Rev 6	51749	02/28/25 BS					

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		PAGE NO.:	5