



**KLEHR HARRISON
HARVEY BRANZBURG LLP**

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May 5, 2025

VIA Email: alex.smith@phila.gov

Alex M. Smith
Director of the Philadelphia Art Commission
Art and Design Division Manager
Philadelphia City Planning Commission
One Parkway Building
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Re: **Art Commission Sign Submission
 Flatwall Signs on Two Existing Pedestrian Bridges
 Penn Medicine – Clifton Center (Formerly Pavilion Hospital)
 Convention Avenue and Civic Center Boulevard**

Dear Alex:

We represent University of Pennsylvania - Penn Medicine, in connection with its formerly known Pavilion Hospital Building located at 1 Convention Avenue, and the Hospital's related buildings, site, and off-site improvements. Please accept this submission as an Application to install two (2) flatwall, accessory --one face on each of the two existing pedestrian bridges.

Pedestrian Bridge 1 spans S. 34th Street and connects the Clifton Center Hospital at 1 Convention Avenue with the Children's Hospital of Pennsylvania located at 3401 Civic Center Boulevard. One flatwall sign measuring 53 ft. x 3 ft (159 sf.) is proposed for installation on the north face of this Bridge, i.e., Pedestrian Bridge Sign #1.

Pedestrian Bridge 2 spans Convention Avenue and connects the Clifton Center Hospital at 1 Convention Avenue with the Perlman Center for Advanced Medical Building located at 3400 Civic Center Boulevard. One flatwall sign measuring 53 ft. x 3 ft (159 sf.) is proposed for installation on the east face of this Bridge, i.e., Pedestrian Bridge Sign #2.



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City Council Ordinance # 180285 approved the placement Pedestrian Bridges 1 and 2, as a third Pedestrian Bridge that exists and that spans Health Sciences Drive and connects the Penn Clifton Center Hospital with the SEPTA train station located at 4 Convention Avenue.

As required, the Art Commission also approved the three Bridges in 2020, and in 2023 the Art Commission approved one flatwall sign on the north face of Pedestrian Bridge 3 (similar to what we are now proposing for Pedestrian Bridges 1 and 2).

No changes to Pedestrian Bridges 1 and 2 are proposed by this Application.

In support of this submission, I am attaching the following documents:

1. Site Plan entitled, “Pedestrian Sign Locator Plan”, prepared by Langan Engineering and Environmental Services, Inc., Penn First, dated May 5, 2025, consisting of 1 page.
2. Sign Details Package entitled, “Penn Medicine Clifton Center (formerly known as Pavilion) Signage, prepared by Penn Medicine, dated May 5, 2025, consisting of 13 pages, and contain the following:
 - a. Elevation Plans.
 - b. Proposed sign details, location, colors, size, and method of installation.
 - c. Photographs of all existing signs and locations.
 - d. Representative renderings of the signage.
3. City of Philadelphia Ordinance #180285, dated June 6, 2018.
4. Art Commission Approval Letter of Pedestrian Bridge 3 signage, dated April 12, 2023.

Note that a Zoning Permit is not required for these proposed signs as the signs are located on pedestrian bridges that project over City streets (i.e., not within any property lot lines) and as approved by prior Philadelphia City Council Legislation and Art Commission approval.



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Could you kindly place this Application on the next available Sign and Streetery Committee meeting agenda. Thank you, and please contact me if you have any questions or if you need any additional information.

Very truly yours

Ronald J. Patterson

RJP/kmm
Enclosures
cc: Katherine Liss

Clifton Center (formerly known as Pavilion) Signage

Location:

1 Convention Avenue
Philadelphia, PA 19104



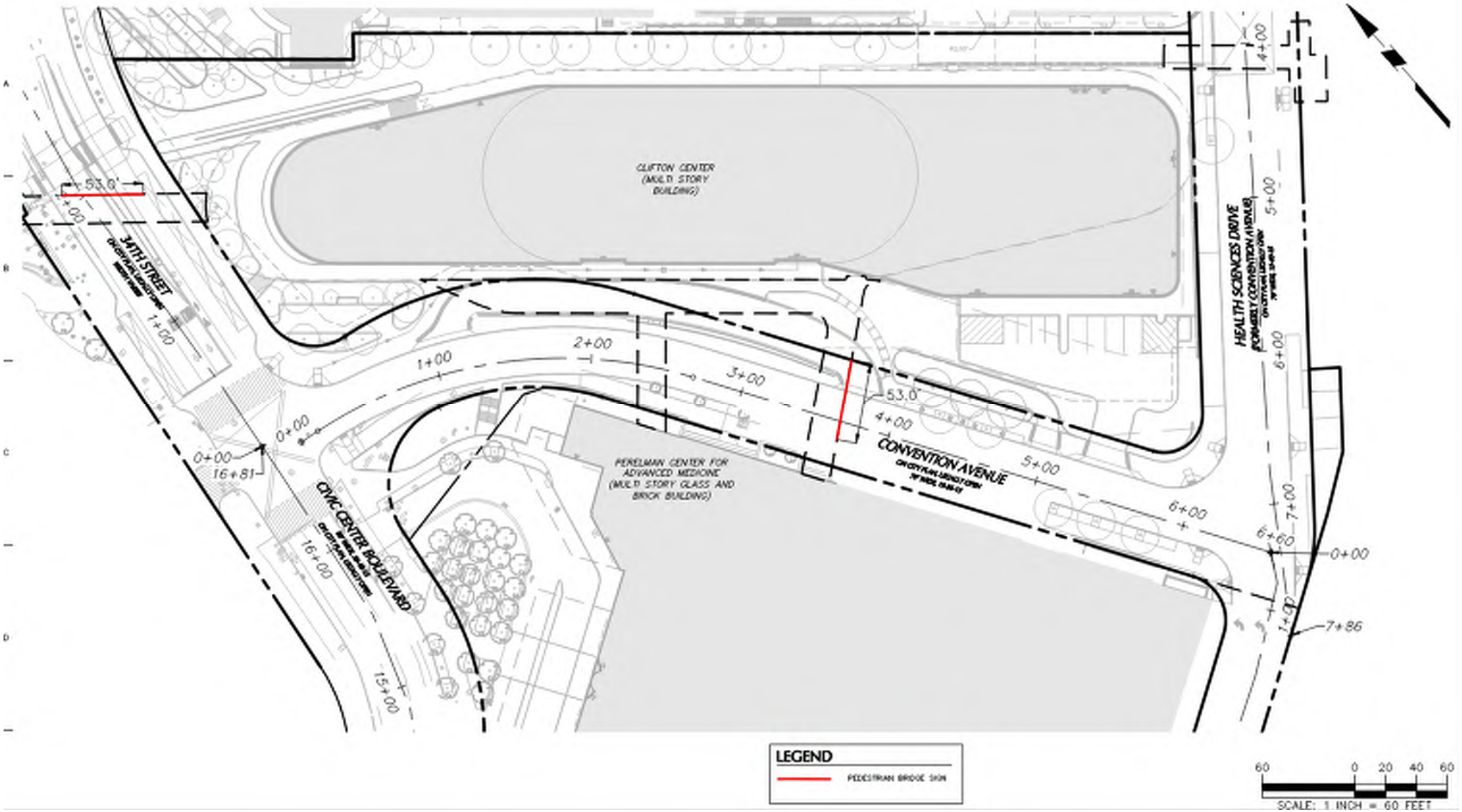
A.2.1 Existing Pedestrian Bridges

Existing Pedestrian Bridge Locations



Aerial view of the HUP Clifton Center Property

Site Plan



Existing Pedestrian Bridge #1



*Existing Pedestrian Bridge
Signage #1 – North
Elevation (view from Civic
Center Blvd.)*

Existing Pedestrian Bridge #2



*Existing Pedestrian Bridge
Signage #2 – East Elevation
(view from Convention Ave.)*

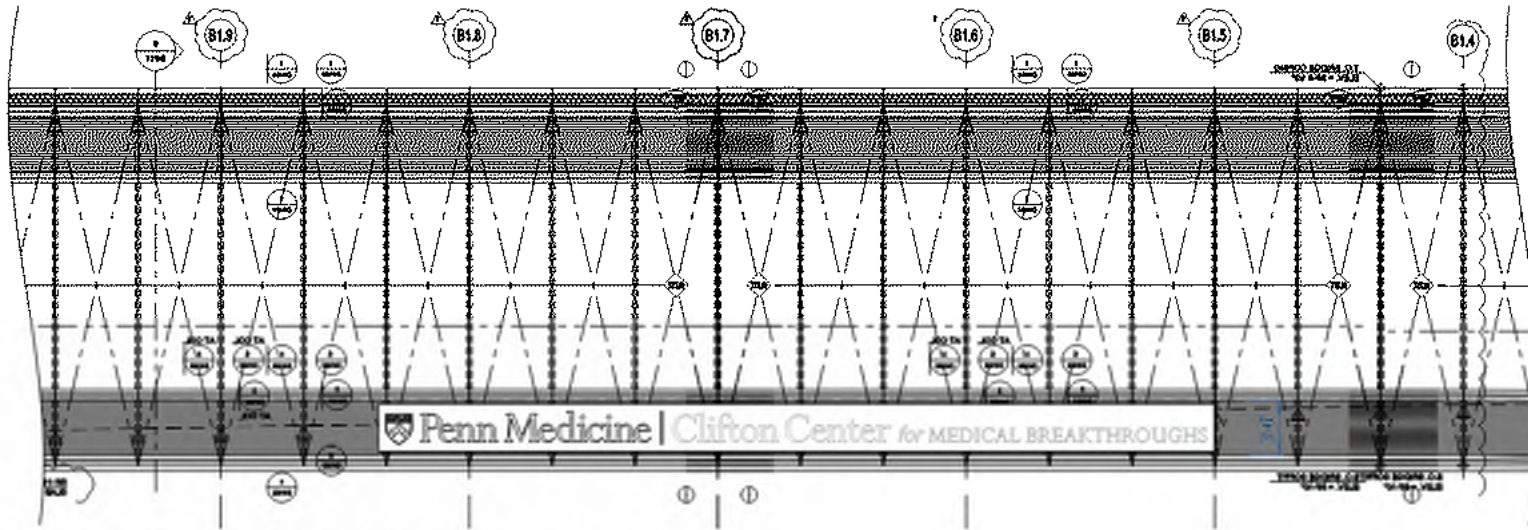
A.2.2 Proposed Pedestrian Bridge Signage

Proposed Pedestrian Bridge Signage #1



Proposed Pedestrian Bridge Signage – North Elevation (view from Civic Center Blvd.)

Proposed Pedestrian Bridge Signage #1



13.1 Bridge 1 - East Face Cabinet w/ Push Thru Copy
Scale: 1/8"=1'-0"

Sign Area:
53' x 3' = 159 SF



13.1 Bridge 1 - East Face Cabinet w/ Push Thru Copy
Scale: 1/4"=1'-0"

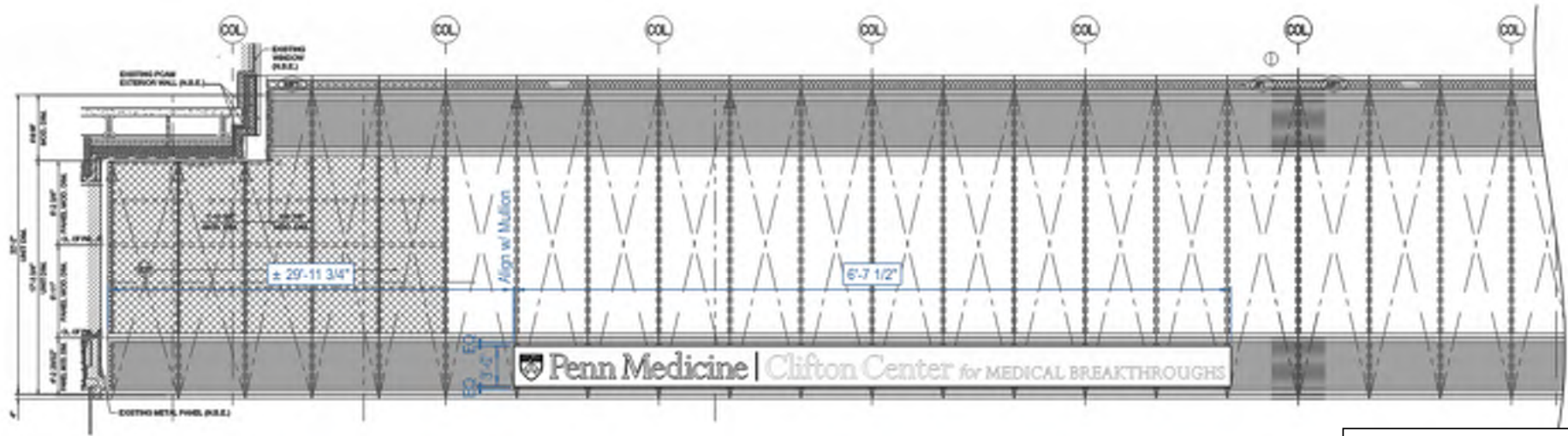
Proposed Pedestrian Bridge Signage – North Elevation (view from Civic Center Blvd.)

Proposed Pedestrian Bridge Signage #2



Proposed Pedestrian Bridge Signage – East Elevation (view from Convention Ave.)

Proposed Pedestrian Bridge Signage #1



17.0 Bridge 2 - South Face Cabinet w/ Push Thru Copy
Scale: 1/8"=1'-0"

Sign Area:
53' x 3' = 159 SF



17.1 Bridge 1 - East Face Cabinet w/ Push Thru Copy
Scale: 1/4"=1'-0"

Proposed Pedestrian Bridge Signage – East Elevation (view from Convention Ave.)

Existing vs. Proposed – Side by Side



Existing Pedestrian Bridge #1 Signage – North Elevation



Proposed Pedestrian Bridge #1 Signage – North Elevation



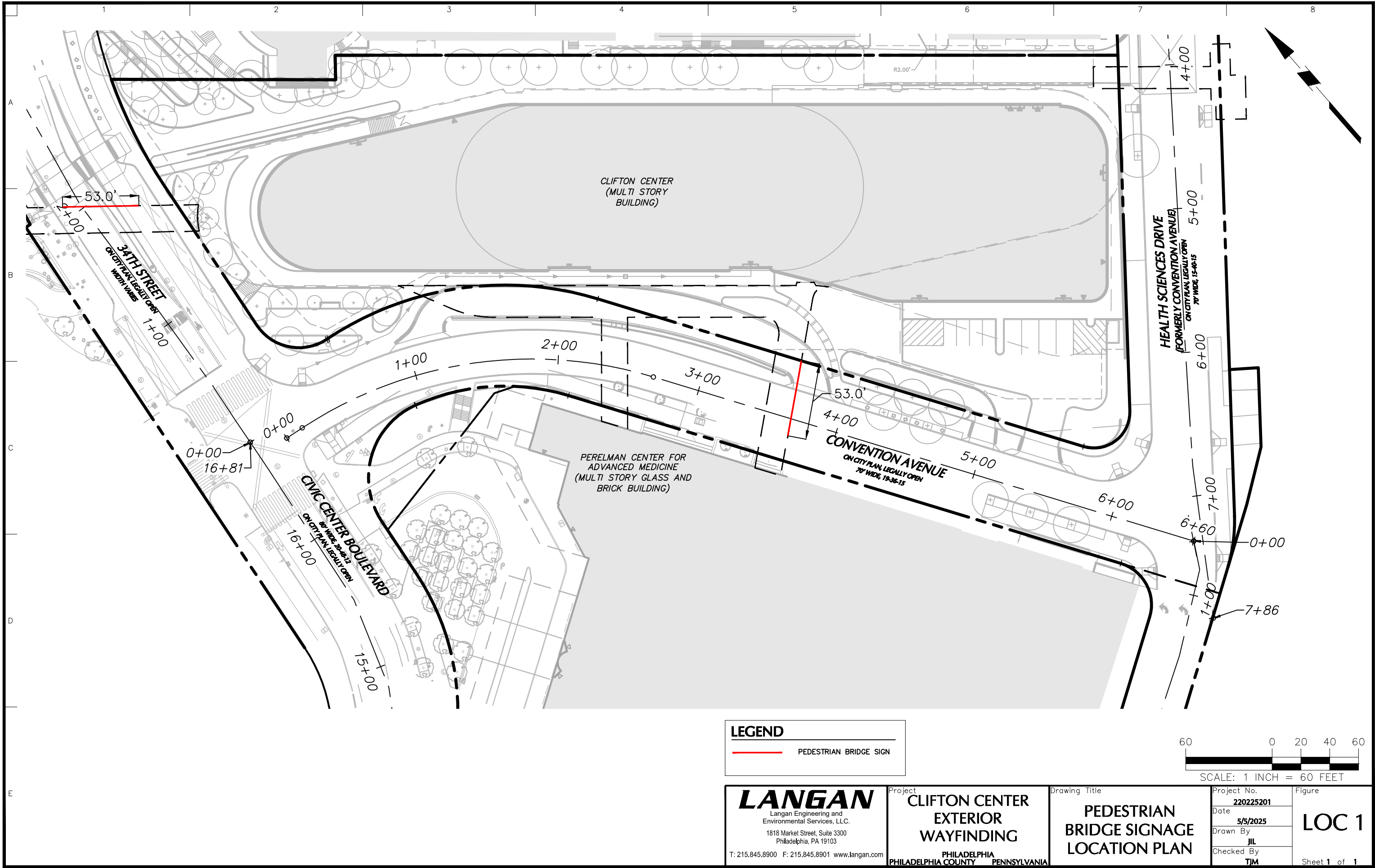
Existing Pedestrian Bridge #2 Signage – East Elevation



Proposed Pedestrian Bridge #2 Signage – East Elevation

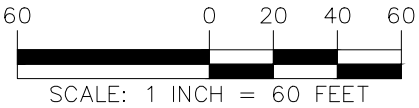


Penn Medicine



LEGEND

PEDESTRIAN BRIDGE SIGN



<div><div>LANGAN</div><div>Langan Engineering and Environmental Services, LLC. 1818 Market Street, Suite 3300 Philadelphia, PA 19103 T: 215.845.8900 F: 215.845.8901 www.langan.com</div></div>	Project CLIFTON CENTER EXTERIOR WAYFINDING <div>PHILADELPHIA PHILADELPHIA COUNTY PENNSYLVANIA</div>	Drawing Title PEDESTRIAN BRIDGE SIGNAGE LOCATION PLAN	Project No. 220225201	Figure LOC 1
			Date 5/5/2025	
			Drawn By JIL	
			Checked By TJM	

The Philadelphia Art Commission Decision Form

The Philadelphia Art Commission

Established 1911

Robert Roesch
Chair

José Almiñana

Carmen Febo San Miguel

Deborah Cahill

Sarah McEneaney

Matthew Jordan-Miller Kenyatta

Raed Nasser

Pepón Osorio

Mario Zacharjasz

C. Beige Berryman
Art and Design Manager

File #: 54-23

Commission Meeting Date: 04/12/2023

Name: Ronald J. Patterson
Klehr Harrison Harvey Branzburg
1835 Market Street, Suite 1400
Philadelphia, PA 19103

Project Name & Location: Penn Medicine
1-4 Convention Avenue

Proposal: The proposal is for one 33'-013/16" x 4'-0 internally-illuminated channel letters read as "Penn Medicine" and logo mounted on one aluminum electrical raceway on the North side of a pedestrian bridge on Convention Avenue.

Commission Decision: APPROVAL

Remarks:

**C. Beige Berryman, AICP
Senior Planner**

Art Commission approval is not an endorsement for any approval, exception or variance that the proposal might require from any other department, board or commission.

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1515 Arch Street
13th Floor
Philadelphia, PA 19102

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artcommission@phila.gov