



## Sign & Streetery Committee Report

Wednesday, May 28, 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 Streetery  
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Alex M. Smith

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Director

### Sign Applications

#### Returning Reviews:

1. **64-25**

**Rockwell & Rose**

601 Walnut Street

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

***Recommendation for Approval Upon Receipt of Additional Information.***

*Final approval will be held until the outcome of the ZBA process is received. Committee appreciates the revisions to adjust design, reduce size, and remove illumination. It was confirmed by the applicant team that the backer panel is needed and will match the existing marquee color.*

2. **29-25**

**Sandbox VR**

1712 Walnut Street

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

***Recommendation for Approval Upon Receipt of Additional Information.***

*Location of signage is above the 2<sup>nd</sup> story sill and will require ZBA approval. Final approval will be held until the ZBA decision is furnished. Proposed sign size is driven by illumination and inclusion of “VR” letters. Committee would prefer the signage size to be reduced to align within the windows. The proposed signage is on a raceway to minimize the number of holes on the stone façade (8 holes anticipated). The sign location is desired by the applicant as they are a 2<sup>nd</sup> floor tenant.*

3. **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 Upon Receipt of Additional Information.***

*Location of signage is above the 2<sup>nd</sup> story sill and will require ZBA approval for final approval. Final approval will be held until the ZBA decision is furnished. Application of awning is in addition to previously approved wall signage. The blade sign shown in application is not being considered and would be denied. It is not part of this approval nor was it included in the earlier approval of the wall sign.*

One Parkway Building  
1515 Arch St., 13<sup>th</sup> Floor  
Philadelphia, PA 19102

215-683-4636

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**First Reviews:**

**1. 121-25**

**Penn Medicine – Clifton Center**

1 Convention Avenue

Zoning: SP-INS

Signage Encroachment in Right-of-Way

***Recommendation for Approval as Proposed.***

*There is a previously approved pedestrian bridge on the campus utilizing similar text – The primary difference is that signage here identifies a donor and is not illuminated.*

**2. 120-25**

**Sedgwick Theater**

7133-43 Germantown Avenue

Zoning: CMX 2.5 within /NCA Neighborhood Commercial Area Overlay District - Germantown Avenue - Mount Airy and Germantown North Subarea

***Recommendation for Approval Upon Receipt of Additional Information.***

*Final approval will be held until the outcome of the ZBA process is received. The proposal is inspired by historic signage but includes updates for usability and to acknowledge current owners. This proposal has received support from multiple community organizations and the Philadelphia Historical Commission. The signage includes digital LED signs on the sides of the marquee to be static imagery and text that only advertise theater-related events. Committee requests attention to font styles of digital text that will relate to physical features and to lumens for the LEDs to ensure a warm quality of light.*

**3. 128-25**

**Lucky Strike**

1330-36 Chestnut Street

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

***Recommendation for Approval for signs A, B, and C.***

***Recommendation for Denial of sign D.***

*The proposal is a rebrand for the existing tenant. Committee regrets the loss of the unique quality of the “BOWL” signage and its historical reference to the Woolworth’s building signage. Committee noted that this sign seemed redundant to the other updates to signage and requests a reconsideration of its removal. The other rebranding elements are approved as proposed.*

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**4. 131-25**

**Roxborough Hospital**

505-15 Jamestown Ave

Zoning: SP-INS within /RAN Ridge Ave Neighborhoods Overlay District

***Recommendation for Revisions Needed.***

*The committee expressed concern that there is a lot of content to be read while driving or accessing the Hospital. There is a lack of informational hierarchy and white space in the current design. The design demonstrates a lack of graphic design finesse. It was recommended the applicant team better define the purpose of this sign – Wayfinding, Location/Information, Events/Programming—and differentiate areas of the sign for these functions.*

**5. 123-25**

**The Learning Experience**

399 Market Street

Zoning: CMX-3 within /CTR Center City Overlay District –  
Center City Commercial Area

***Recommendation to Continue pending Receipt of Additional Materials.***

*The committee requests updated drawings that provide dimensions, material information, existing conditions photographs and full color rendering(s) of the proposal.*

**6. 122-25**

**The Cacao Pod**

104 Market Street

Zoning: CMX-3 within /CTR Center City Overlay District –  
Center City Commercial Area

***Recommendation of Approval Upon the Receipt of Additional Information.*** *Final approval will be held until the outcome of the ZBA process is received. The proposed sign includes no text but instead an artist's illustration of a cacao pod. The building itself is locally designated and any alterations (including signage and any lights) will require approval of the Philadelphia Historical Commission. If minor changes are made to comply with reviews of the Historical Commission, those updates can be evaluated at staff level.*

**7. 126-25**

**Herman Miller**

31-33 N 2<sup>nd</sup> Street

Zoning: CMX-3 within /CTR Center City Overlay District –  
Independence Hall Area

***Recommendation for Approval.***

*This submission had listed the incorrect address – the façade shown is 35 N 2<sup>nd</sup> Street and is within the Old City Historic District. It will require Philadelphia*

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*Historical Commission approval if they are updating and replacing the storefront. Overall sign proposal was recommended for approval. Applicant team noted they will work with L&I to update and clarify the address issues as part of their Zoning Permit application.*

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**8. 127-25**

**Abercrombie & Fitch**

1702 Walnut Street

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

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***Recommendation for Approval.***

*This is a returning application (though listed with 1<sup>st</sup> reviews in error) to add wall plaques in addition to previously approved wall signage and window decals. Committee expressed concern that two wall plaques showing address information may be redundant but appreciated the symmetry of it formally. Committee additionally offered approval for wall decals added since first review.*

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**9. 125-24**

**Steinway & Sons**

1718 Chestnut Street

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

***Recommendation for Approval.***

*Committee expressed appreciation for the simplicity and elegance of the proposal. The building will be power washed and holes from previous signage will be patched.*

**10. 129-25**

**Andra Hem**

218 S 16<sup>th</sup> Street

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

***Recommendation for Approval.***

*Approval is for the awning with signage as shown. Confirm the awning sides align with the building or that the sides of the awning be removed. The proposal also includes a seasonal vestibule with signage on all three sides. The vestibule enclosure may be an encroachment but L&I will need to confirm if it is outside of Art Commission purview due to its seasonal nature. The vestibule will return for additional review, if within purview.*

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**Legalization:**

**1. 124-25**

**Paradigm**

12 N 3<sup>rd</sup> Street

Zoning: CMX-3 within /CTR Center City Overlay District –  
Center City Commercial Area

***Recommendation for Approval of Previously Installed Signage, including Wall Signs and Window Vinyls.***

***Recommendation for Revisions Needed for Proposed Projecting Sign.***

*The painted wall sign and window vinyls exist and applicant team is seeking legalization approval after violations were issued. The projecting sign does not exist but is desired in addition to noted signage above. While it is shown at 9'-6" from the sidewalk, the Committee noted that it is not permitted under the Center City Overlay and may impact the fire escape functionality. Consensus that the signage for the address, "Paradigm" and "Arts Building" wall sign text can be legalized as installed. Additionally, window vinyls can be legalized as shown. The proposed projecting sign is recommended for revisions. Art Commission Staff are open to facilitating conversations between L&I, applicant, Historical Commission to understand what is feasible at this location without violation.*

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