

Alex M. Smith
Director
Philadelphia Art Commission
1515 Arch St, 13th Fl
Philadelphia, PA 19102

July 9, 2025

RE: Sign Committee Review of Wells Fargo Center Rebrand

Dear Mr. Smith,

This correspondence serves as the cover letter for an application by our client, Comcast Spectacor, to secure the Art Commission's approval of signage changes at the Wells Fargo Center. I have attached all of the required materials listed in the Commission's application with this packet. I will summarize the changes.

Rebrand from "Wells Fargo" to "Xfinity Mobile"

The applicant secured a new naming rights partner to replace "Wells Fargo". The new partner is "Xfinity Mobile".

Comcast Sign Removal and replacement of 3 main logo signs

The application includes a proposal to remove the "Comcast" sign on the wall facing S. Broad Street. The remaining 3 large format logo signs bearing the "Wells Fargo" name have been removed and Comcast Spectacor proposes to replace each of those with a comparable sized "Xfinity Mobile" sign. The materials show the replacement dimensions, logo fonts, color, and material.

Project Timing Sensitivity

The applicant and their new branding partner have scheduled a major rebranding event at the Center for September 2, 2025. We need to clear Signage Committee approvals at the July 30 meeting with full Commission approval at the August 13 meeting in order to meet the construction schedule.

Please do not hesitate to contact me with any questions in advance of the July 30 Committee meeting.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Hayden". The signature is fluid and cursive, with the first name "Richard" being more prominent than the last name "Hayden".

Richard Hayden

JONES SIGN
Your Vision. Accomplished.

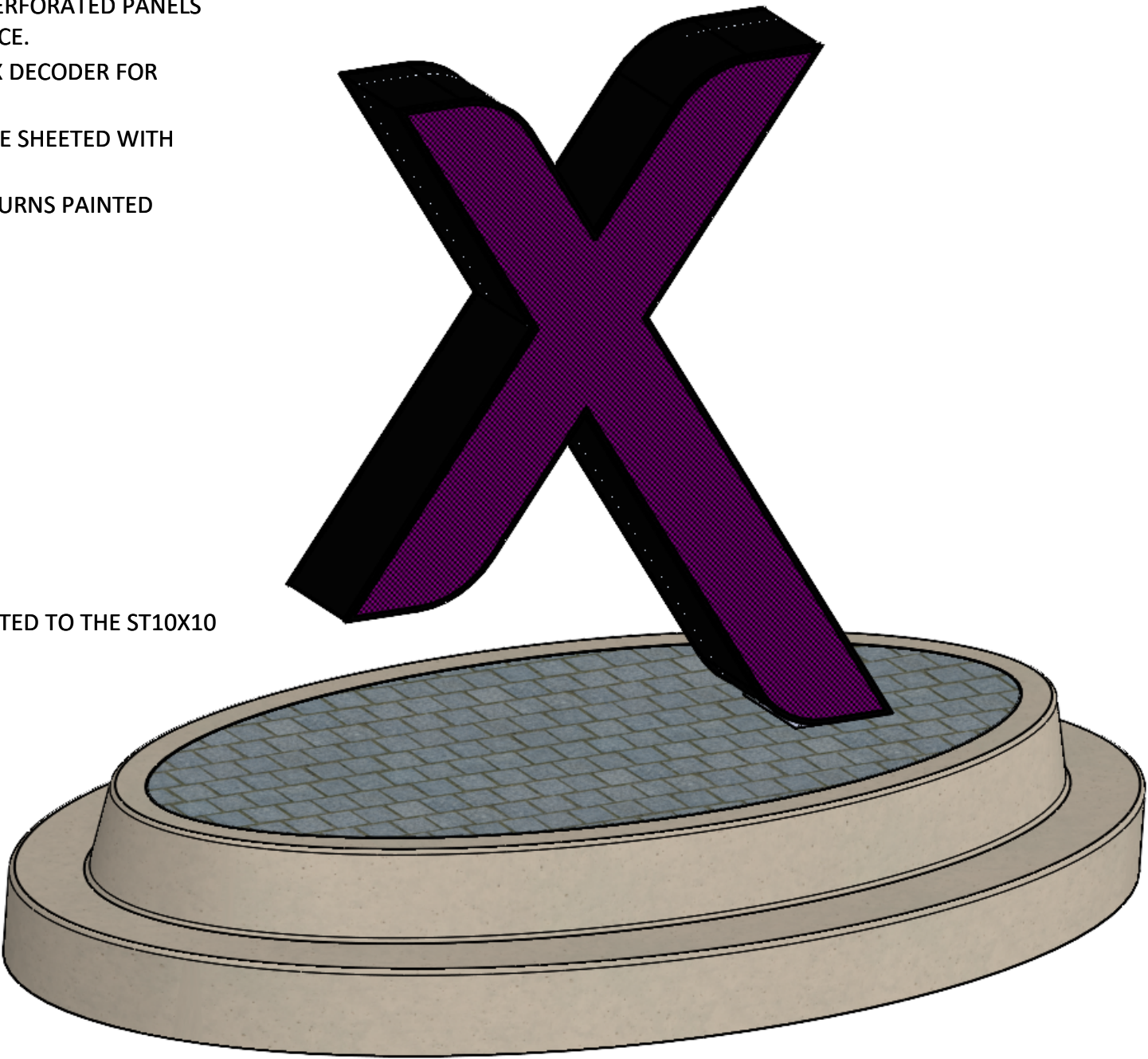
305617 - WFC REBRAND

MONUMENTAL X DESIGN INTENT

REV A - 6/13/2025

12’ MONUMENTAL “X”

- SIGN SUPPORTED WITH A FABRICATED HSS STEEL MEMBER WELDED INTO A LARGE “X” SHAPE.
- MONOLITHIC “X” FACE ARE PRICE AS A ROUTED 1/8” LETTER BACK WITH WELDED 1/8” ALUMINUM RETURNS. FACE PRICED AS 1/8” PERFORATED ALUMINUM FACES WITH WELDED 1” WIDE TRIM AROUND PERIMETER TO SECURE PERFORATED FACES TO CABINET RETURNS. PERFORATED PANELS BACKED WITH .150 CLEAR POLYCARBONATE PANELS SANDBLASTED 2ND SURFACE.
- MONUMENT CABINET INTERNALLY ILLUMINATED RGBW LED LIGHTS WITH DMX DECODER FOR COMMUNICATION WITH FACILITY CONTROL SYSTEM.
- CABINET MOUNTED TO HSS STRUCTURAL MEMBER WITH ANGLE CLIPS AND SIDE SHEETED WITH 1/8” X 2’-0” WIDE PAINTED ALUMINUM RETURNS.
- PERFORATED PANELS PAINTED PER CLIENT SPECIFIED PURPLE COLOR WITH RETURNS PAINTED BLACK USING MATTHEWS BAKED ENAMEL PAINT.
- SIGN DIRECTLY EMBED INTO CONCRETE FOUNDATION BY OTHERS.
- UNLESS OTHERWISE NOTED:
 - SHEETING ATTACHED WITH COUNTERSUNK SCREWS
 - THE SEAMS WILL BE BUTTED AND PLACED FOR MATERIAL EFFICIENCY
 - TRIM TO HAVE MITERED AND BUTT JOINTED CORNERS
 - STRUCTURAL WELDS TO BE VISIBLE
 - PAINT TO BE SATIN FINISH.
- FINISHES:
 - P1 - PMS 7671 (RGB 90-55-185) - PERFORATED ALUMINUM ONLY
 - P2 - MATTHEWS BLACK MP59647 - ALL OTHER VISIBLE SURFACES
- SIDE PANELS ARE REMOVABLE TO ACCESS POWER SUPPLIES WHICH ARE MOUNTED TO THE ST10X10 STRUCTURAL TUBE.



STAMP

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SHEET REVISIONS:

REV	DATE	DESCRIPTION

DRAWN BY:
JCORBIN

PROJECT MANAGER:
DMYERESS

SALESPERSON:
RONGIRSKI

JOB NUMBER:
305617

JOB NAME:
WFC REBRAND

DRAWING TITLE:
MONUMENTAL X DESIGN
INTENT

SITE ADDRESS:
3601 S BROAD ST
PHILADELPHIA, PA 19148

LEVEL OF DETAIL:
300

REVISION: A DATE: 6/13/2025

SHEET:
S1.0

STAMP

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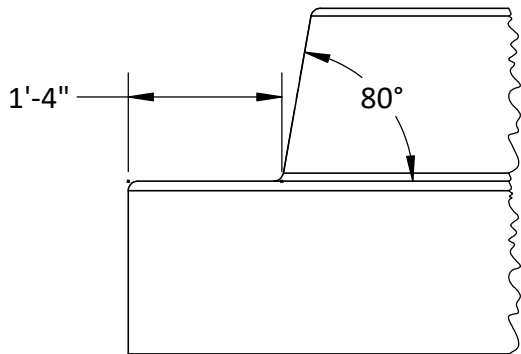
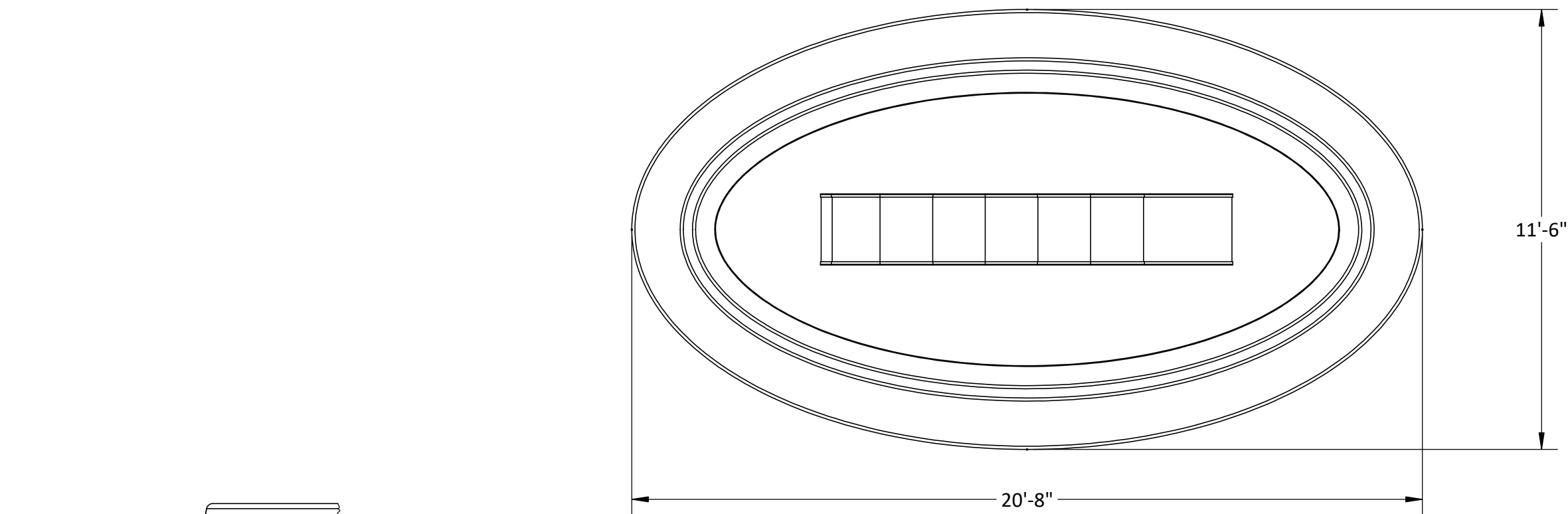
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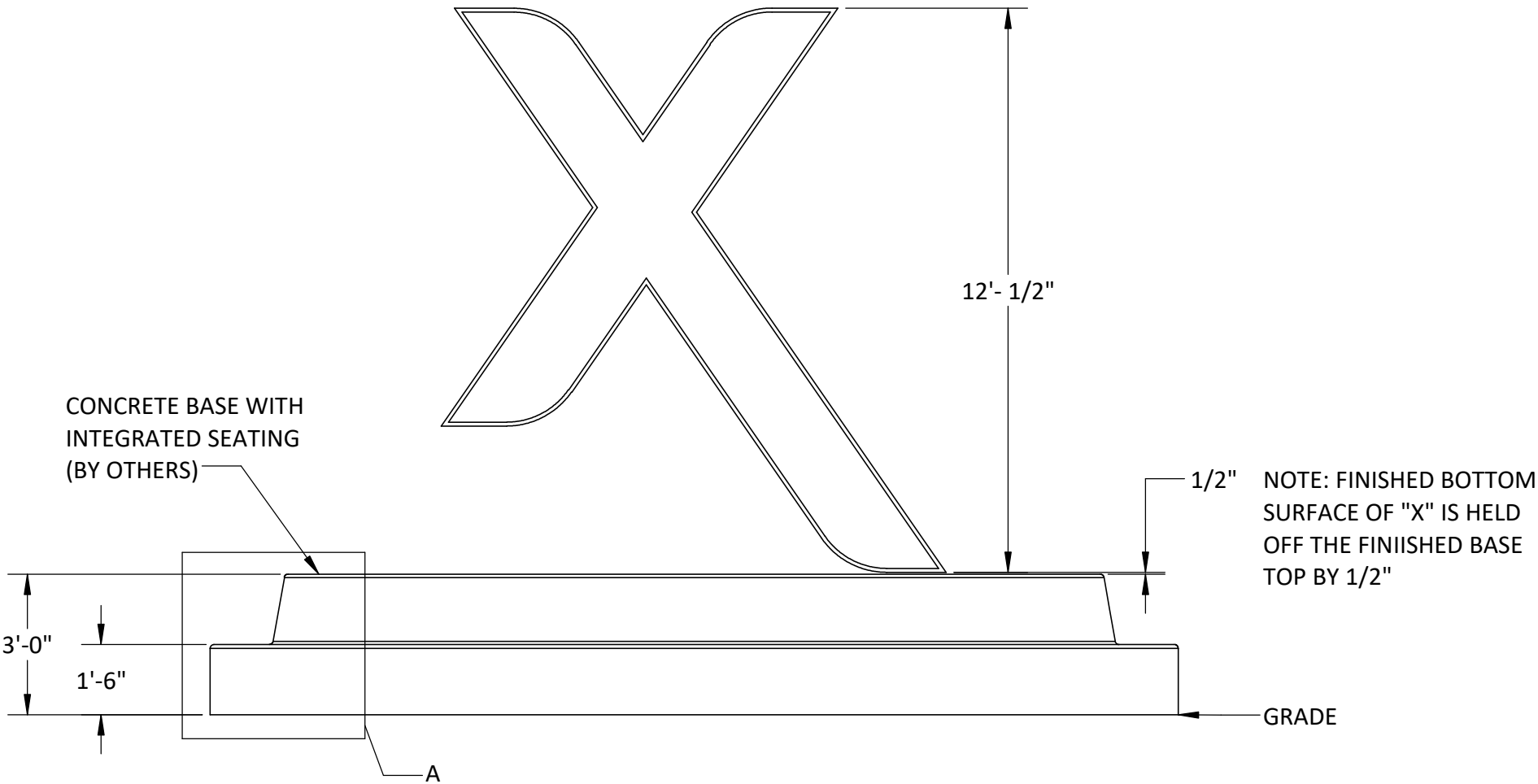
LEVEL OF DETAIL:
300

REVISION: A **DATE:** 6/13/2025

SHEET:
S2.0

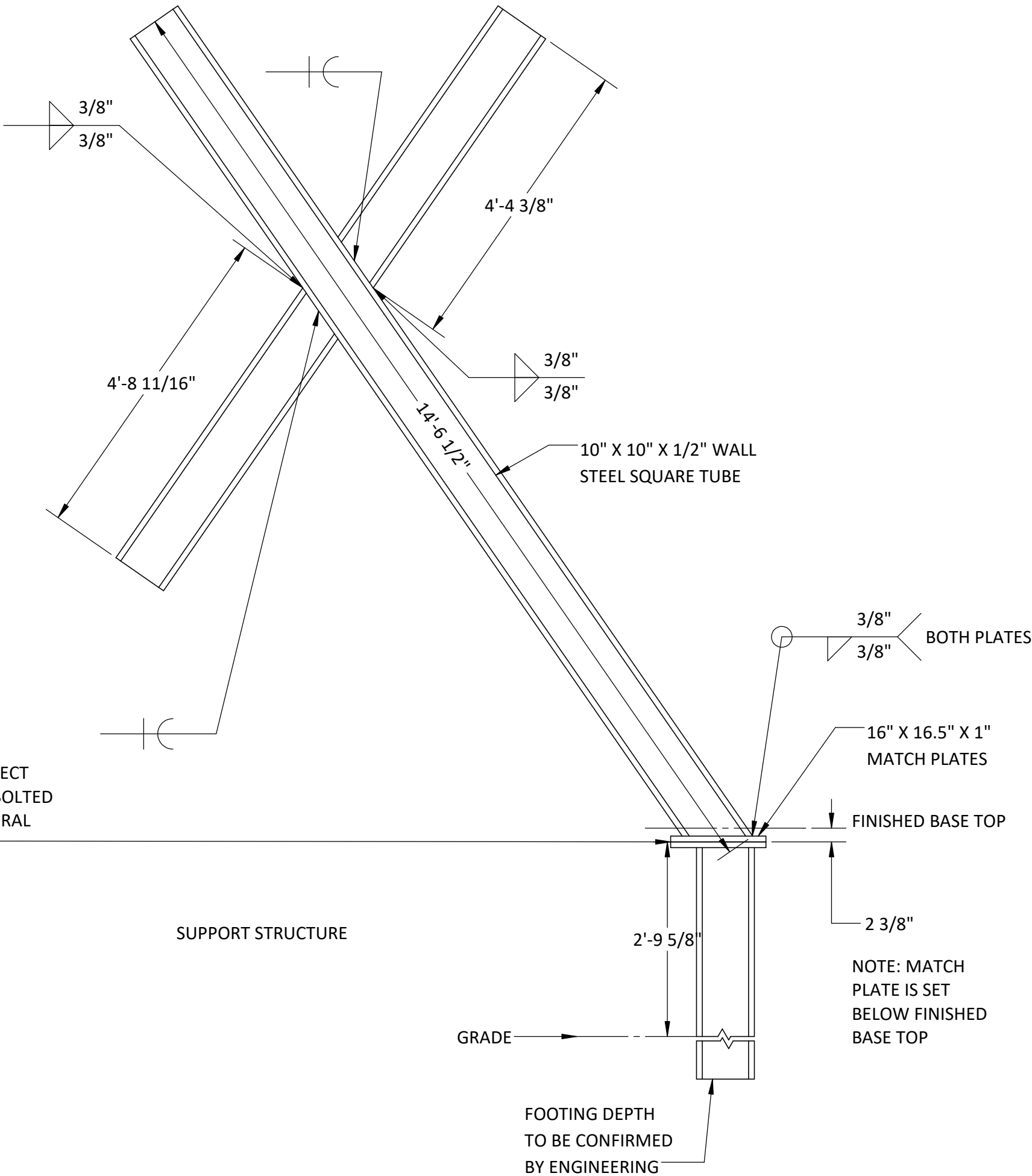


DETAIL A
SUGGESTED SEAT SIZING



NOTE: MEMBER SIZES, FASTENERS AND
WELDS TO BE CONFIRMED BY ENGINEERING

ALL STEEL TO BE PRIMED



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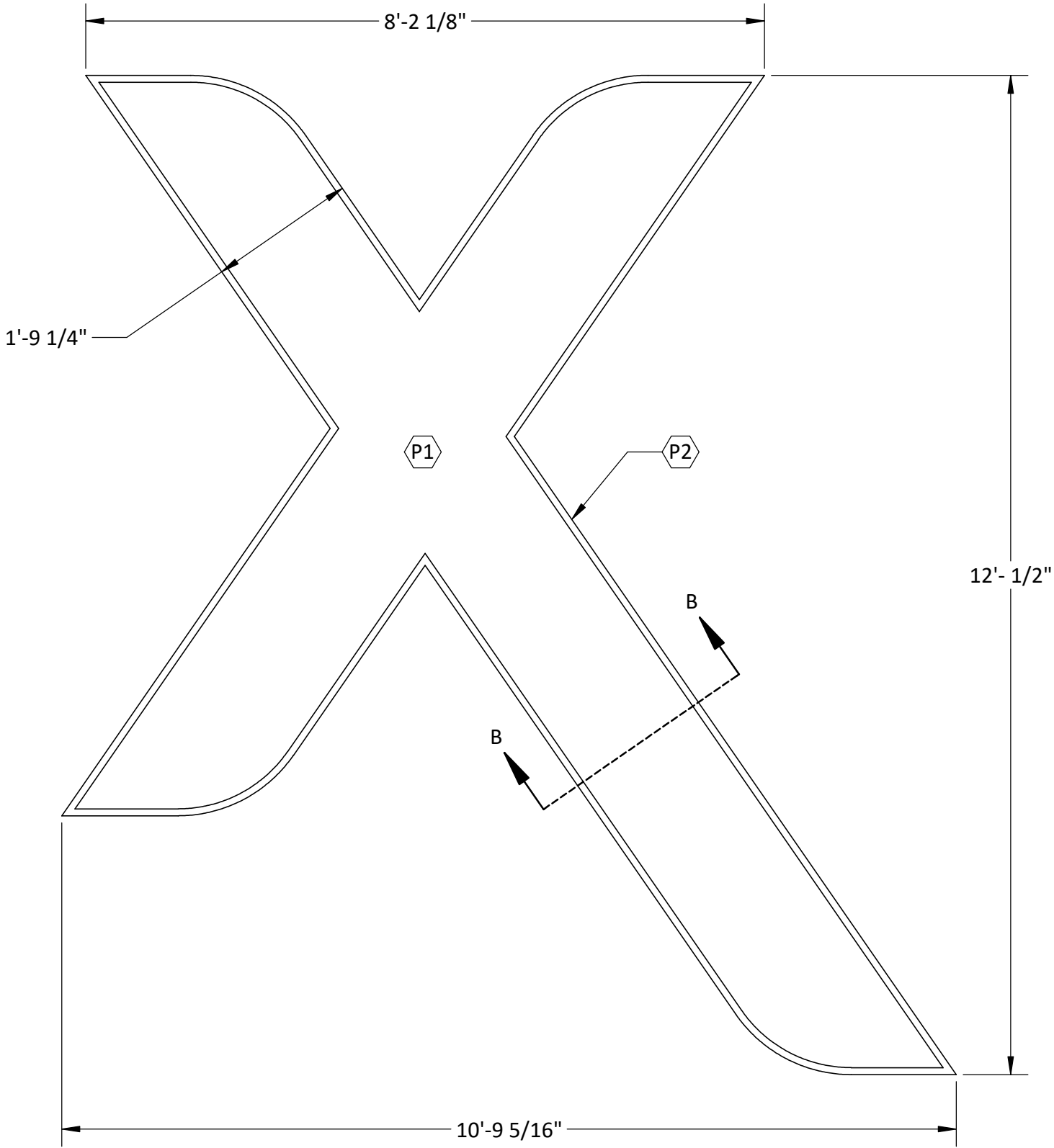
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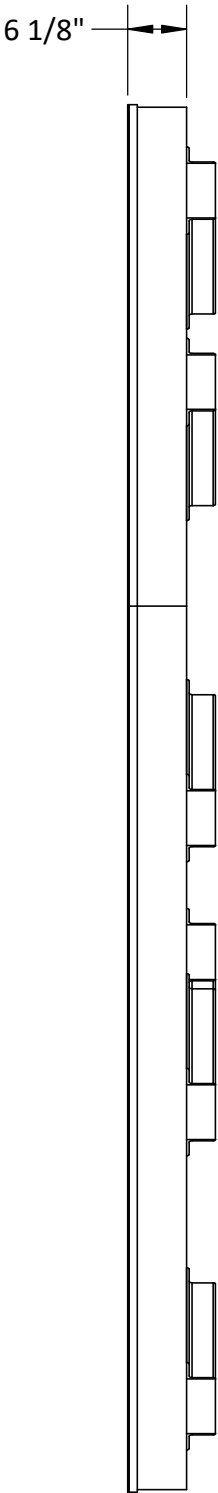
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300

REVISION: A **DATE:** 6/13/2025

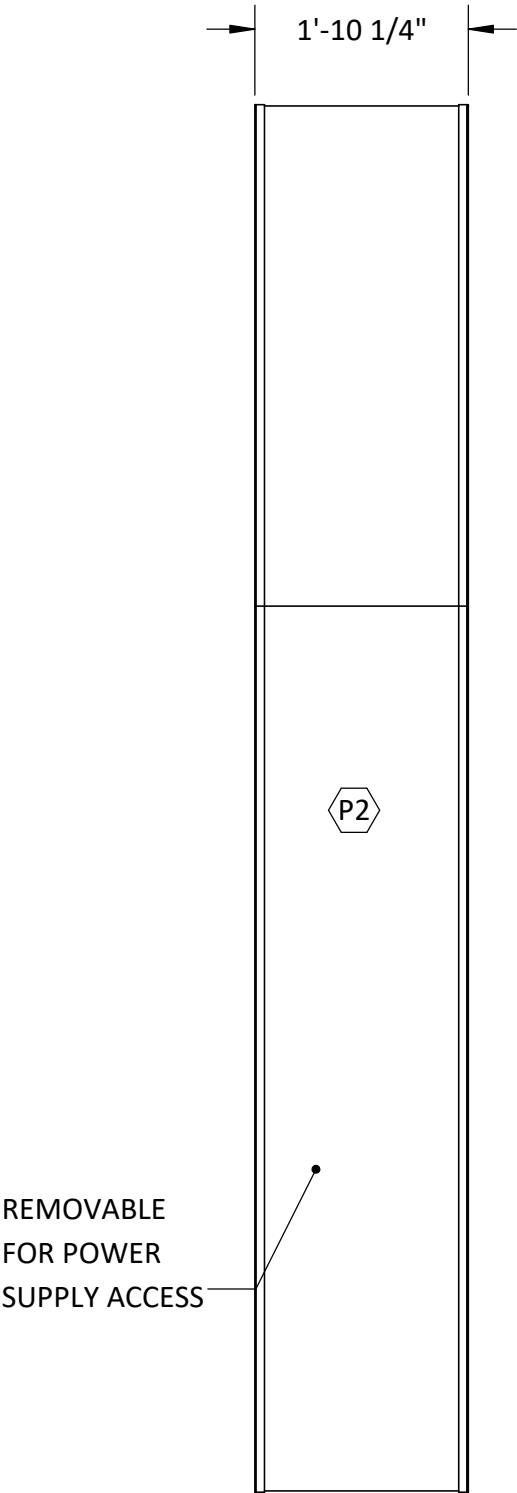
SHEET:
S3.0



LIGHTBOX ELEVATION



LIGHTBOX RIGHT VIEW



FULL SIGN RIGHT VIEW

STAMP

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SHEET:

S4.0

STAMP

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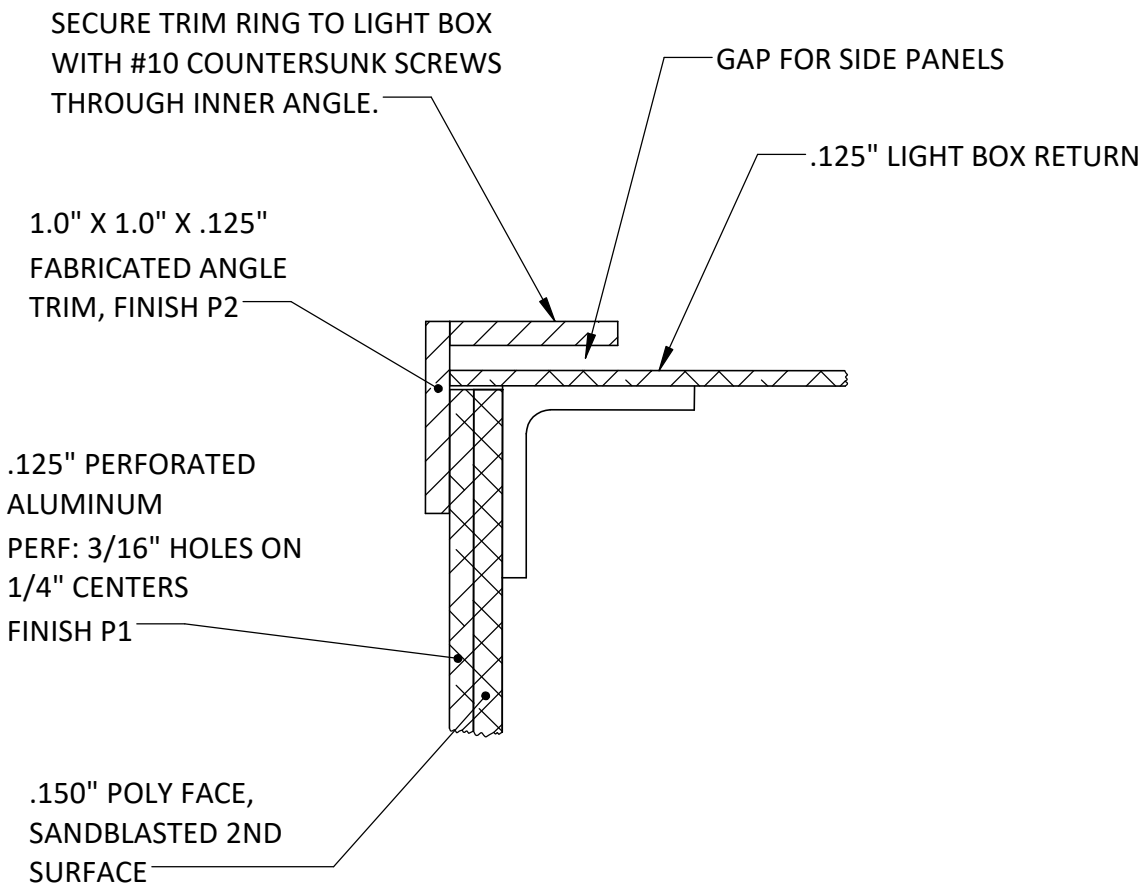
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3601 S BROAD ST
PHILADELPHIA, PA 19148

LEVEL OF DETAIL:
300

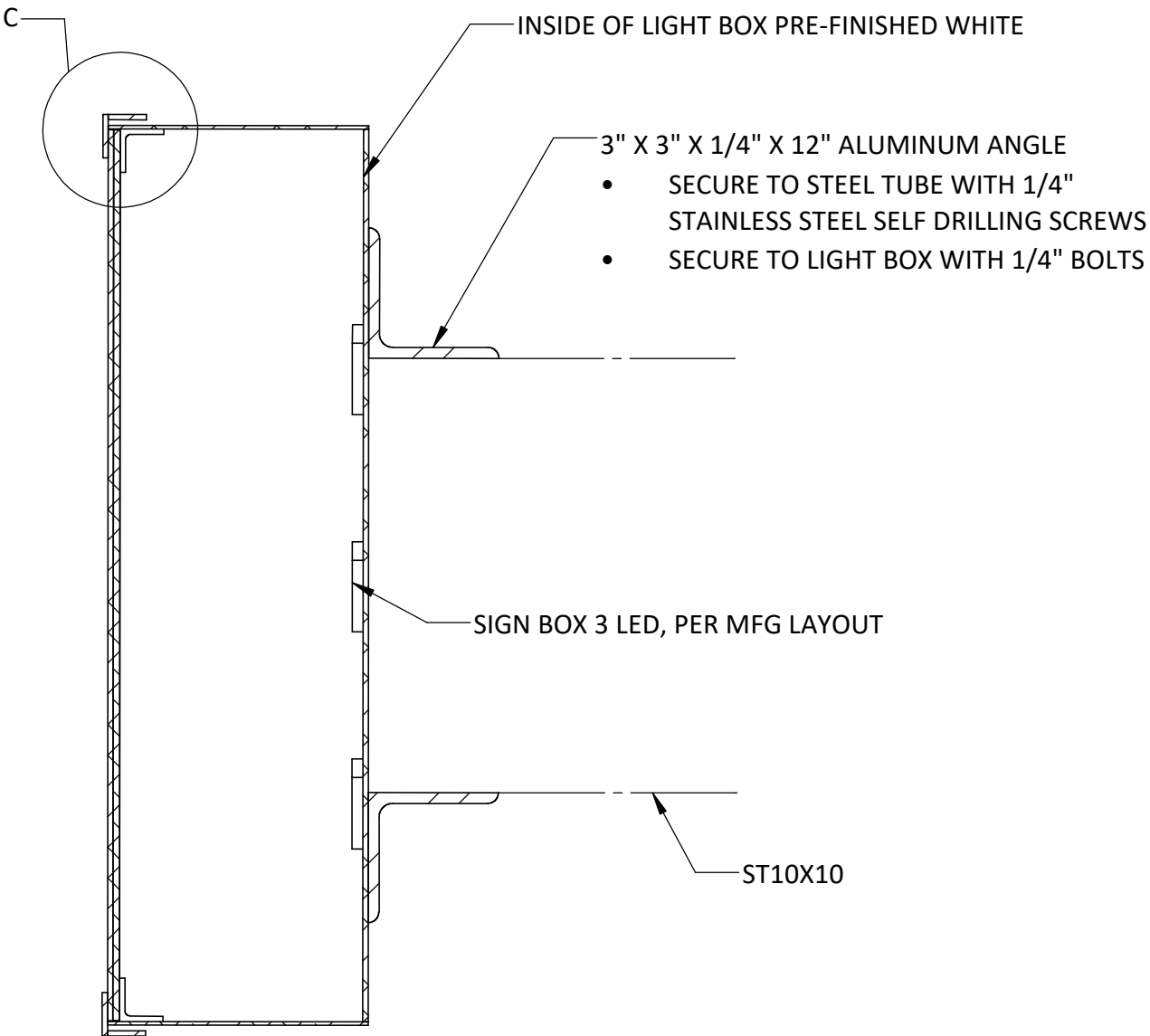
REVISION: A **DATE:** 6/13/2025

SHEET:

S4.1



DETAIL C



TYPICAL LIGHT BOX SECTION

XFINITY REBRAND

LOGO PLANS AND ELEVATIONS

JOB NUMBER: 305617

*PACKAGE REVISION: **B** 6/3/2025*

JONES
SPORTS

Prime Time.

Accomplished.

A MORTENSEN COMPANY

8

7

6

5

4

3

2

1

PACKAGE REVISIONS

REV	BY	QC	DATE	SHEET(S)	DISCRIPTION
A	A. DUNBAR		04/28/2025	ALL	ELEVATION/LOGO DESIGN INTENT
B	A. DUNBAR		06/03/2025	S5.0	BUILDING CONNECTION CONCEPT
C					

SHEET INDEX

SHEET NUMBER	DISCRIPTION
S1.0	ROOF ELEVATION
S1.1	ROOF LOGO ELEVATION
S2.0	SOUTH ELEVATION
S2.1	SOUTH FLATTENED LOGO ELEVATION
S3.0	WEST ELEVATION
S3.1	WEST LOGO ELEVATION
S4.0	NORTH ELEVATION
S4.1	NORTH FLATTENED LOGO ELEVATION

JONES
SPORTS
Prime Time.
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A MORTENSON COMPANY

JOB #: 305617
DATE: 6/3/2025
DESIGNER: A. DUNBAR
SALES:
PROJ MGR:

S. REV	DATE	BY	DESCRIPTION

CLIENT APPROVAL

DATE

ENGINEER APPROVAL

DATE

QUALITY CHECK

DATE

PKG REV

B

SIZE

B

DESIGN PHASE

CONCEPTUAL

UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES
ALL DIMENSIONS IN ARE MM
DO NOT SCALE DRAWING

TOLERANCES

FRACTION

±1/16

.XX

±0.02

.XXX

±0.01

ANGLE

±1°

XFINITY REBRAND

B SIZE SHEET

SHEET NUMBER

S0.0

8

7

6

5

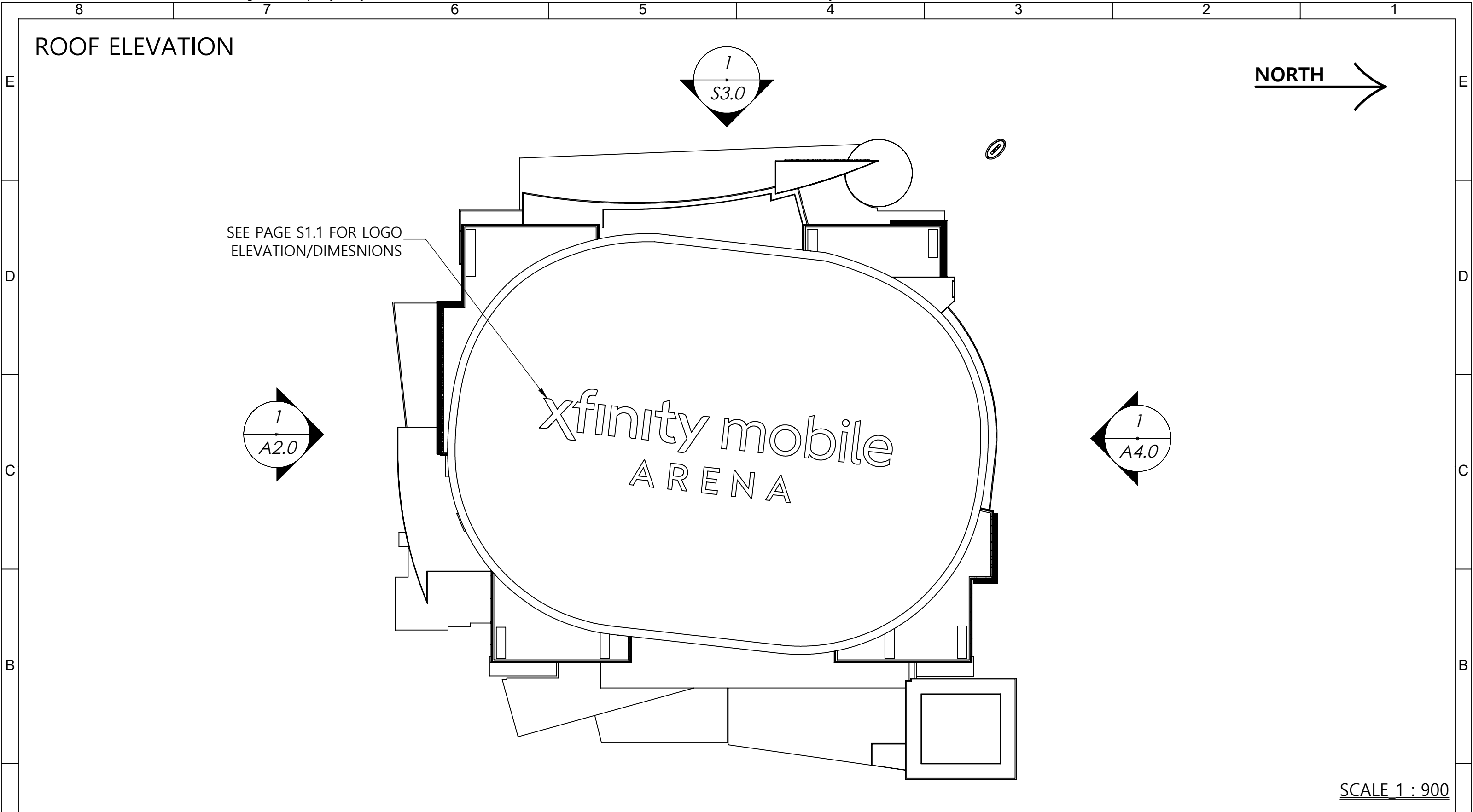
4

3

2

1

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SCALE 1 : 900

A

JONES SPORTS

Prime Time.

Accomplished.

A MORTENSON COMPANY

JOB #: 305617

DATE: 6/3/2025

DESIGNER: A. DUNBAR

SALES:

PROJ MGR:

S. REV	DATE	BY	DESCRIPTION

CLIENT APPROVAL

DATE

ENGINEER APPROVAL

DATE

QUALITY CHECK

DATE

PKG REV

B

UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES

ALL DIMENSIONS IN [] ARE MM

DO NOT SCALE DRAWING

SIZE

B

DESIGN PHASE

CONCEPTUAL

TOLERANCES

FRACTION ±1/16

.XX ±0.02

.XXX ±0.01

ANGLE ±1°

XFINITY REBRAND

B SIZE SHEET

SHEET NUMBER

S1.0

A

SOUTH ELEVATION

E

E

D

D

C

C

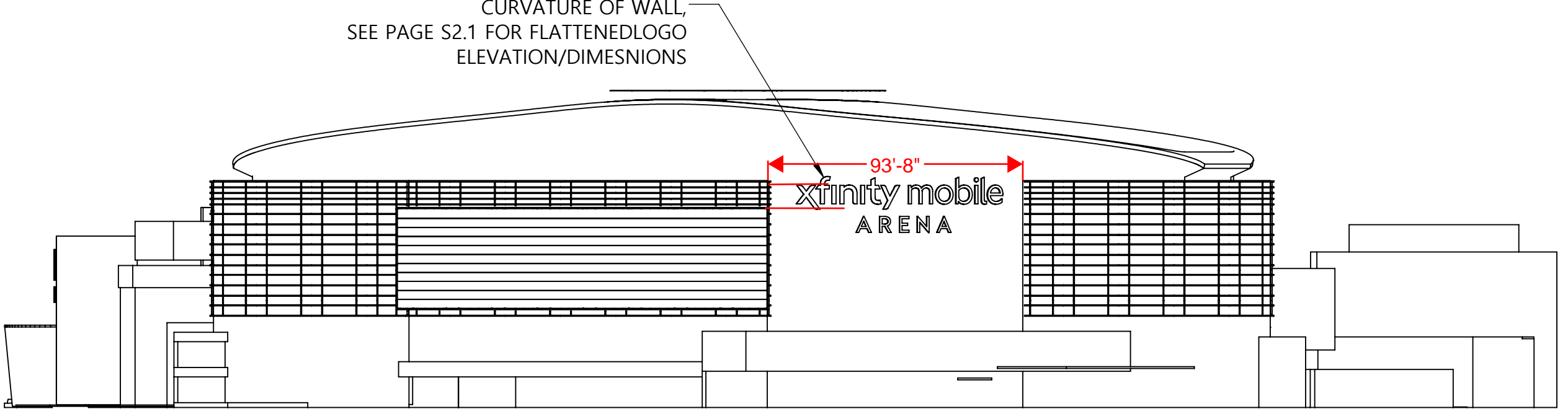
B

B

A

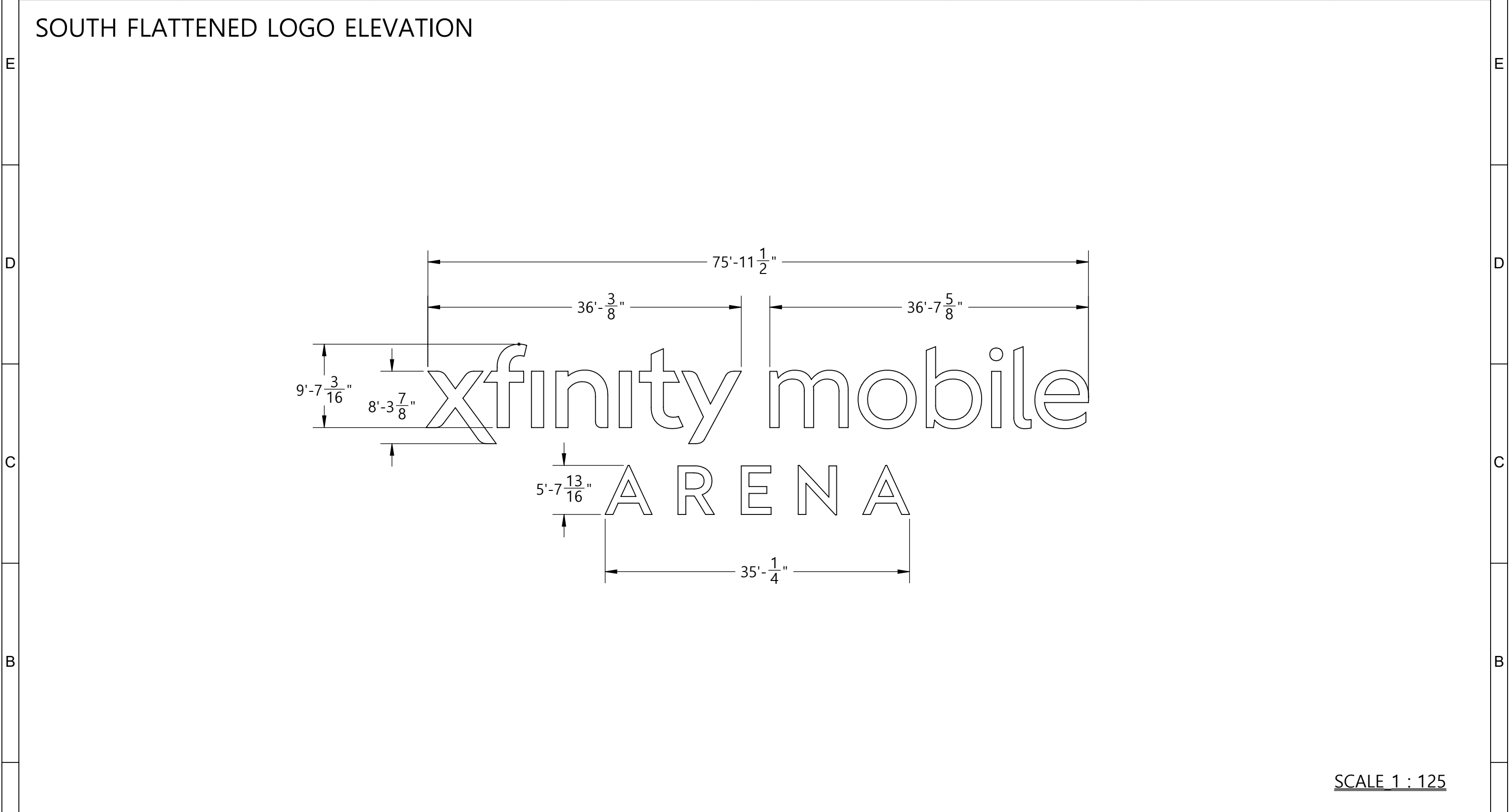
A

LOGO SHOWN FOLLOWING
CURVATURE OF WALL,
SEE PAGE S2.1 FOR FLATTENED LOGO
ELEVATION/DIMENSIONS



SCALE 1 : 500

<div>JONES SPORTS Prime Time. Accomplished. <small>A MORTENSON COMPANY</small></div>	JOB #: 305617	S. REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL		DATE	PKG REV	SIZE	DESIGN PHASE	XFINITY REBRAND	SHEET NUMBER
	DATE: 6/3/2025							B	B	CONCEPTUAL	B SIZE SHEET		
	DESIGNER: A. DUNBAR						ENGINEER APPROVAL		DATE				
	SALES:						QUALITY CHECK		DATE				
	PROJ MGR:												
						UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES		TOLERANCES					
						ALL DIMENSIONS IN [] ARE		FRACTION		±1/16			
						MM		XX		±0.02			
						DO NOT SCALE DRAWING		.XXX		±0.01			
								ANGLE		±1°			



A	<div>JONES SPORTS Prime Time. Accomplished. <small>A MORTENSON COMPANY</small></div>	JOB #: 305617	S. REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL		DATE	PKG REV B	SIZE B	DESIGN PHASE	XFINITY REBRAND B SIZE SHEET	SHEET NUMBER S2.1	A
		DATE: 6/3/2025					ENGINEER APPROVAL		DATE			CONCEPTUAL			
		DESIGNER: A. DUNBAR					UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES ALL DIMENSIONS IN [] ARE MM DO NOT SCALE DRAWING		QUALITY CHECK		DATE	TOLERANCES FRACTION ±1/16 .XX ±0.02 .XXX ±0.01 ANGLE ±1°			
		SALES:													
		PROJ MGR:													

WEST ELEVATION

E

E

D

D

C

C

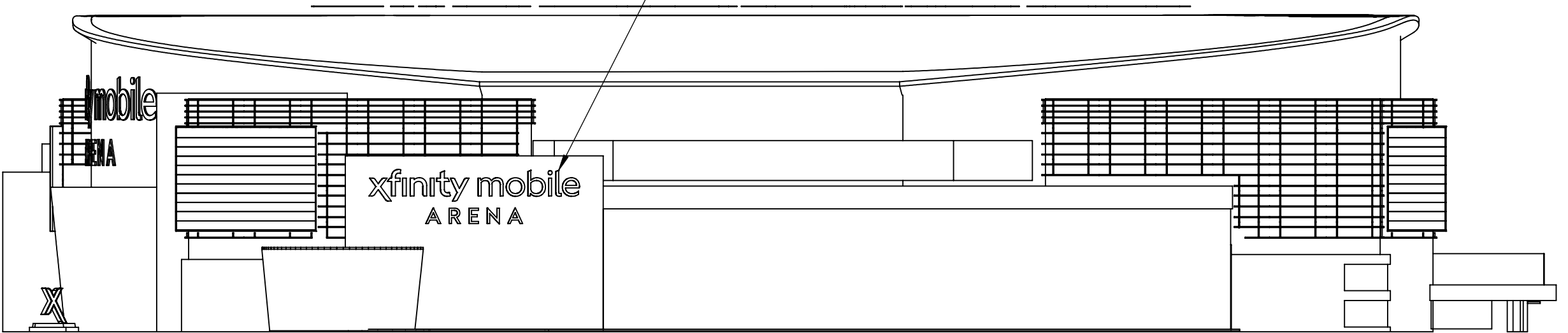
B

B

A

A

SEE PAGE S3.1 FOR LOGO
ELEVATION/DIMESNIONS



SCALE 1 : 500

<div>JONES SPORTS Prime Time. Accomplished. <small>A MORTENSON COMPANY</small></div>	JOB #: 305617	S. REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL		DATE	PKG REV B	SIZE B	DESIGN PHASE	XFINITY REBRAND B SIZE SHEET	SHEET NUMBER S3.0
	DATE: 6/3/2025					ENGINEER APPROVAL		DATE			CONCEPTUAL		
	DESIGNER: A. DUNBAR					QUALITY CHECK		DATE	UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES ALL DIMENSIONS IN [] ARE MM DO NOT SCALE DRAWING	<u>TOLERANCES</u> FRACTION ±1/16 XX ±0.02 .XXX ±0.01 ANGLE ±1°			
	SALES:												
	PROJ MGR:												

8

7

6

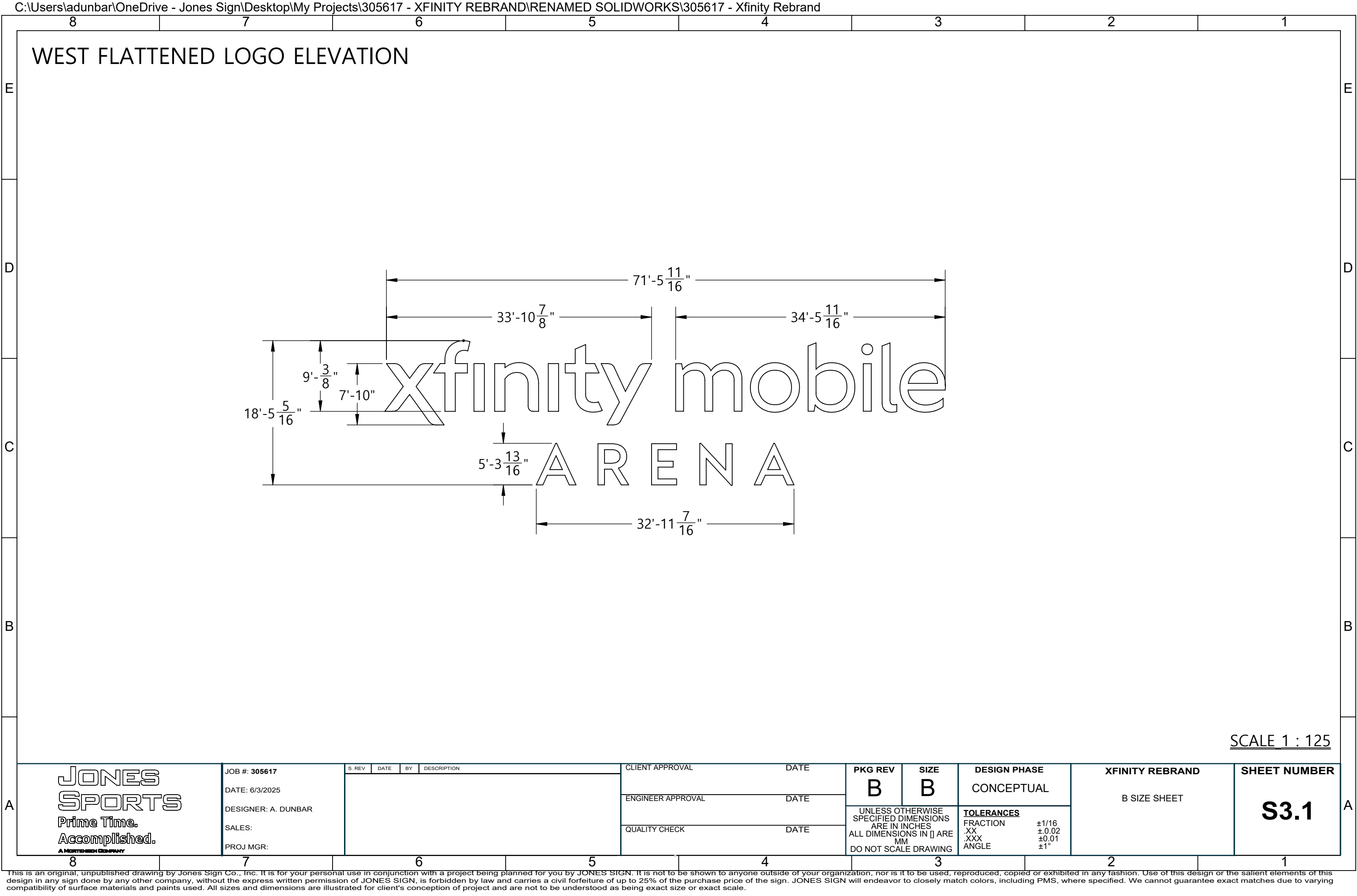
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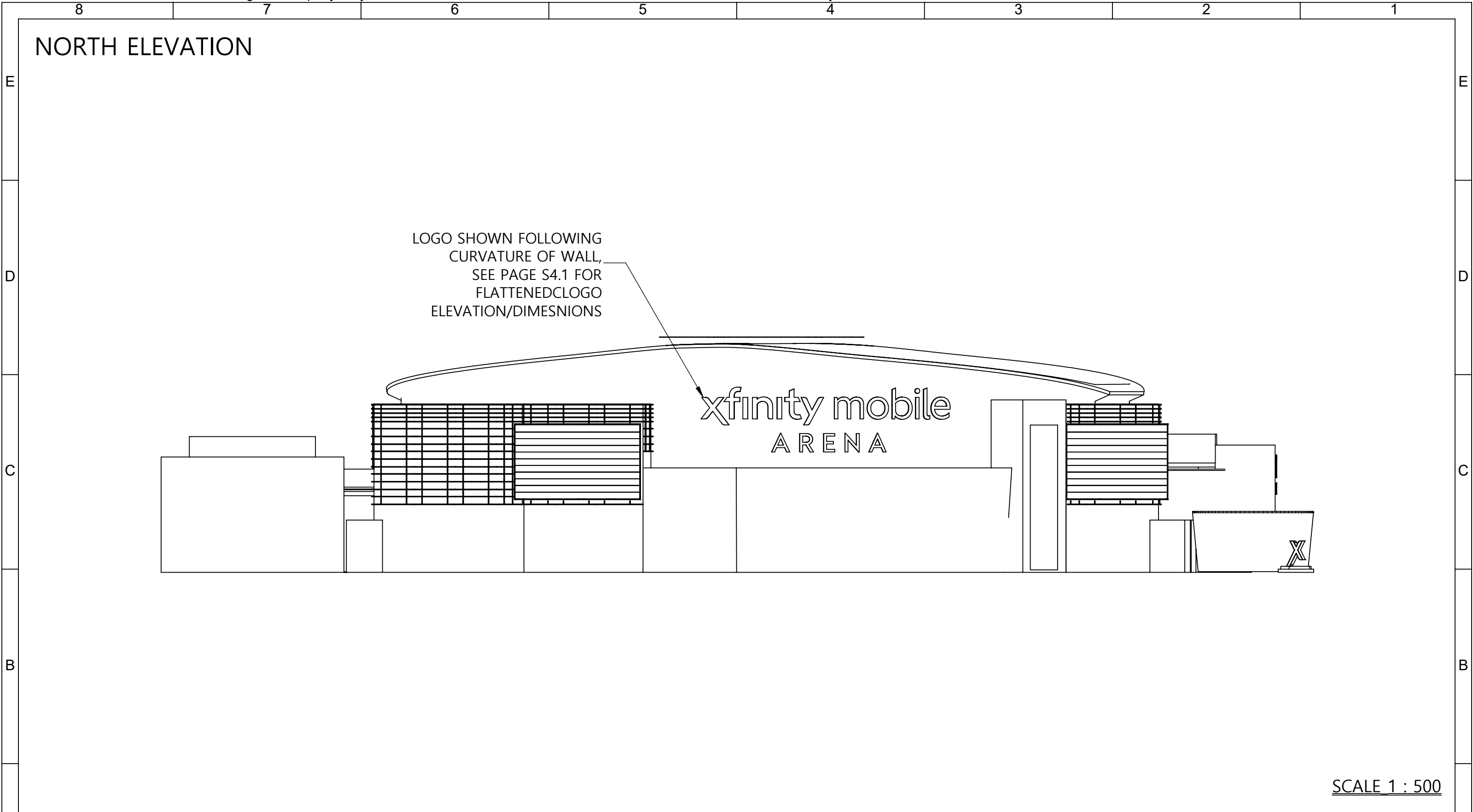
4

3

2

1





SCALE 1 : 500

A

JONES SPORTS

Prime Time.

Accomplished.

A MORTENSON COMPANY

JOB #: 305617

DATE: 6/3/2025

DESIGNER: A. DUNBAR

SALES:

PROJ MGR:

S. REV	DATE	BY	DESCRIPTION

CLIENT APPROVAL

DATE

ENGINEER APPROVAL

DATE

QUALITY CHECK

DATE

PKG REV

B

UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES

ALL DIMENSIONS IN [] ARE MM

DO NOT SCALE DRAWING

SIZE

B

DESIGN PHASE

CONCEPTUAL

TOLERANCES

FRACTION ±1/16

.XX ±0.02

.XXX ±0.01

ANGLE ±1°

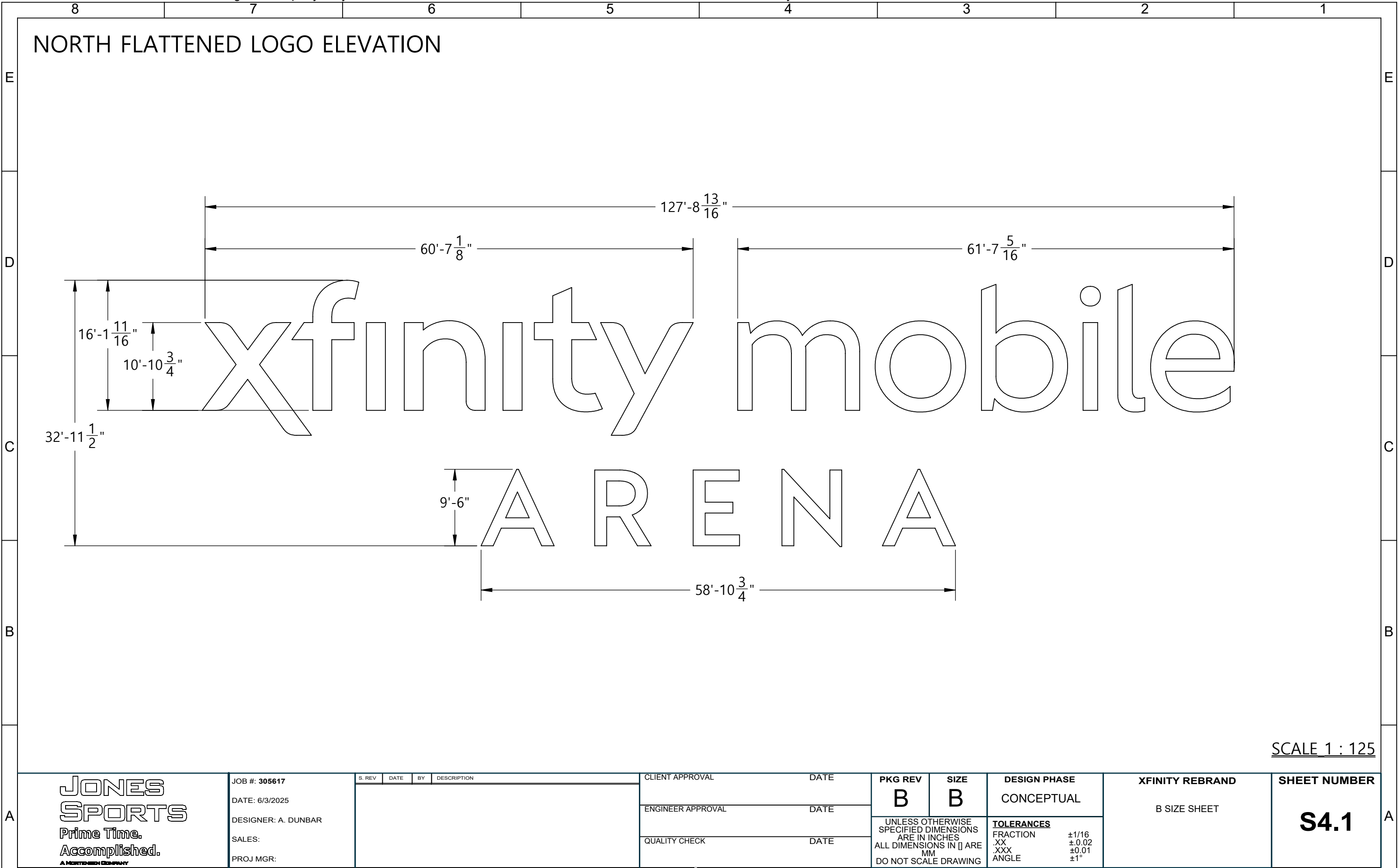
XFINITY REBRAND

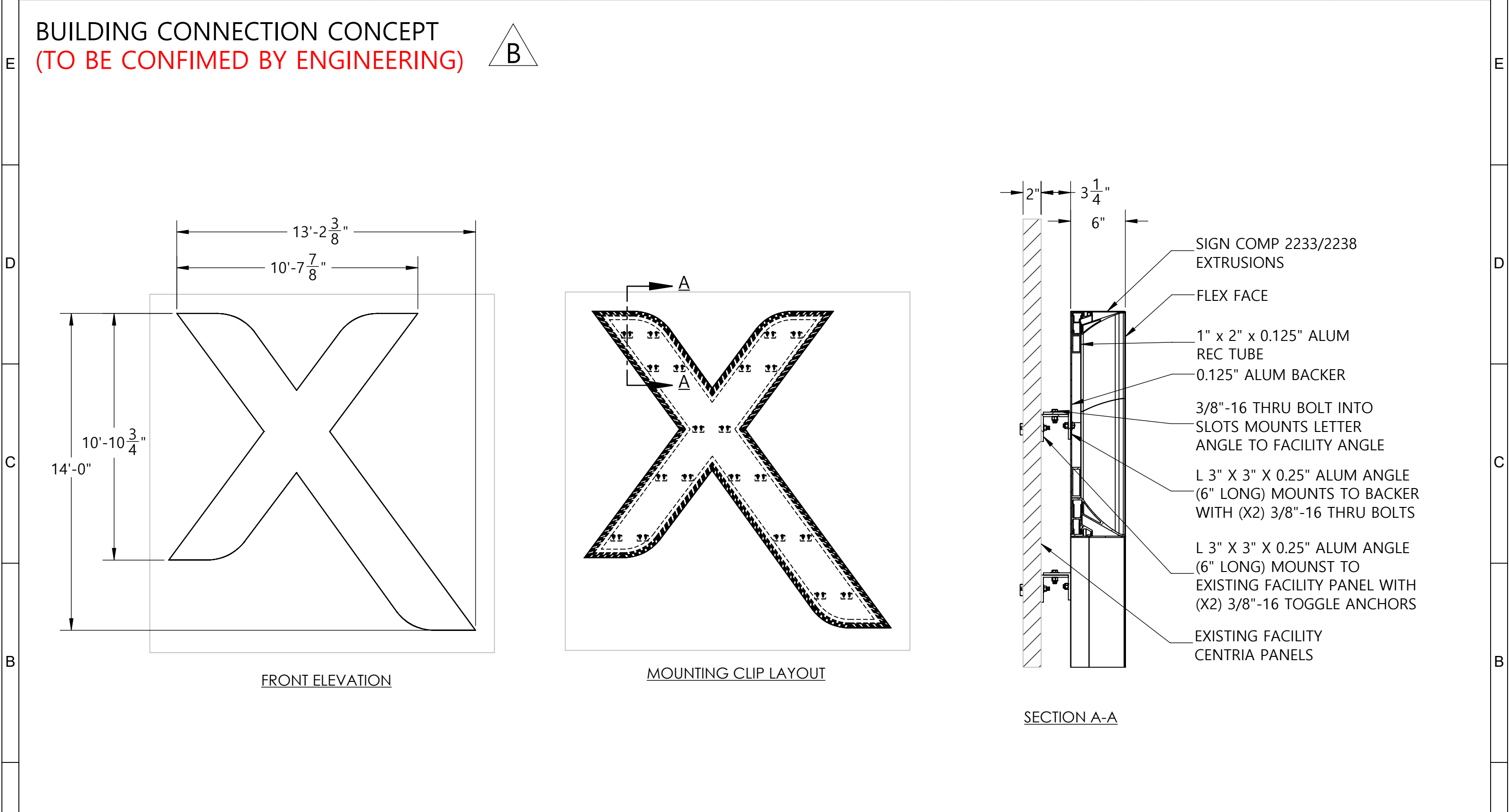
B SIZE SHEET

SHEET NUMBER

S4.0

A





A

JONES
SPORTS
Prime Time.
Accomplished.
A MORTENSON COMPANY

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DATE: 6/3/2025
DESIGNER: A. DUNBAR
SALES:
PROJ MGR:

S. REV	DATE	BY	DESCRIPTION

CLIENT APPROVAL		DATE
ENGINEER APPROVAL		DATE
QUALITY CHECK		DATE

PKG REV	SIZE	DESIGN PHASE
B	B	CONCEPTUAL
UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES ALL DIMENSIONS IN [] ARE MM DO NOT SCALE DRAWING		TOLERANCES FRACTION ±1/16 .XX ±0.02 .XXX ±0.01 ANGLE ±1°

XFINITY REBRAND
B SIZE SHEET

SHEET NUMBER
S5.0

A

WELLS FARGO
CENTER

Home of the Philadelphia




COMCAST
YOUR PROUD HOST



WELLS FARGO
CENTER

11TH ST. ENTRANCE



WELLS FARGO CENTER



xfinity mobile

ARENA



xfinity

PRIVATE AND CONFIDENTIAL

A photograph of the Xfinity Mobile Arena, a large, modern sports and entertainment venue. The building features a prominent curved, metallic facade with a light-colored upper section and a darker lower section. The "xfinity mobile" logo is displayed in large, purple, lowercase letters across the upper part of the building, with the word "ARENA" in smaller, purple, uppercase letters directly below it. To the left, a portion of a red structure with a white jersey hanging on it is visible. In the foreground, several trees with green and yellowing leaves are partially obscuring the lower part of the arena. The sky is clear and blue.

xfinity mobile

ARENA

xfinity mobile
ARENA



BEFORE



AFTER





Driving growth to every corner of Philadelphia

1500 Market Street
Suite 3500 West
Philadelphia, PA 19102

p 215.496.8020
f 215.977.9618
PIDCphila.com

July 2, 2025

Philip Laws
Chief Operating Officer
Comcast Spectacor
3601 S Broad St
Philadelphia, PA 19148

RE: Arena Lease between the Philadelphia Authority for Industrial Development (PAID)
and the Spectrum Arena Limited Partnership ("SALP")
Naming Rights Signage – Xfinity Rebrand

Dear Mr. Laws,

Thank you for presenting your request for approval of the signage package associated with transferring naming rights at the Arena from the Wells Fargo Center to the Xfinity Mobile Arena pursuant to the Lease and Development Agreement between PAID and SALP ("Arena Lease") dated July 12, 1994, as amended.

We have reviewed the "Xfinity Rebrand Logo Plans and Elevations" package revision B dated June 3 2025 prepared by Jones Sports together with detail of the "Monumental X Design Intent" revision A dated June 3 2025 and night lighting images all as attached (the "Proposed Signage Package"). PAID approves the Proposed Signage Package subject to the following conditions.

- PAID's approval extends to the content, location, dimension and total square footage of signage as described in the Proposed Signage Package.
- PAID's approval is provided with the understanding that the roof-top elevation will not be illuminated.
- PAID's approval of the "Monumental X" as described in the Proposed Signage Package is conditioned on demolition of the freestanding sign located north of the Arena on the south sidewalk of Pattison Avenue.

Please note this consent does not waive or in any other way alter the respective rights or obligations of the parties contained in the Arena Lease or related transaction documents, and we remind you of the requirement that all work be performed in accordance with all applicable laws, rules and regulations.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sam Rhoads', is written over a horizontal line.

Sam Rhoads
Executive Vice President

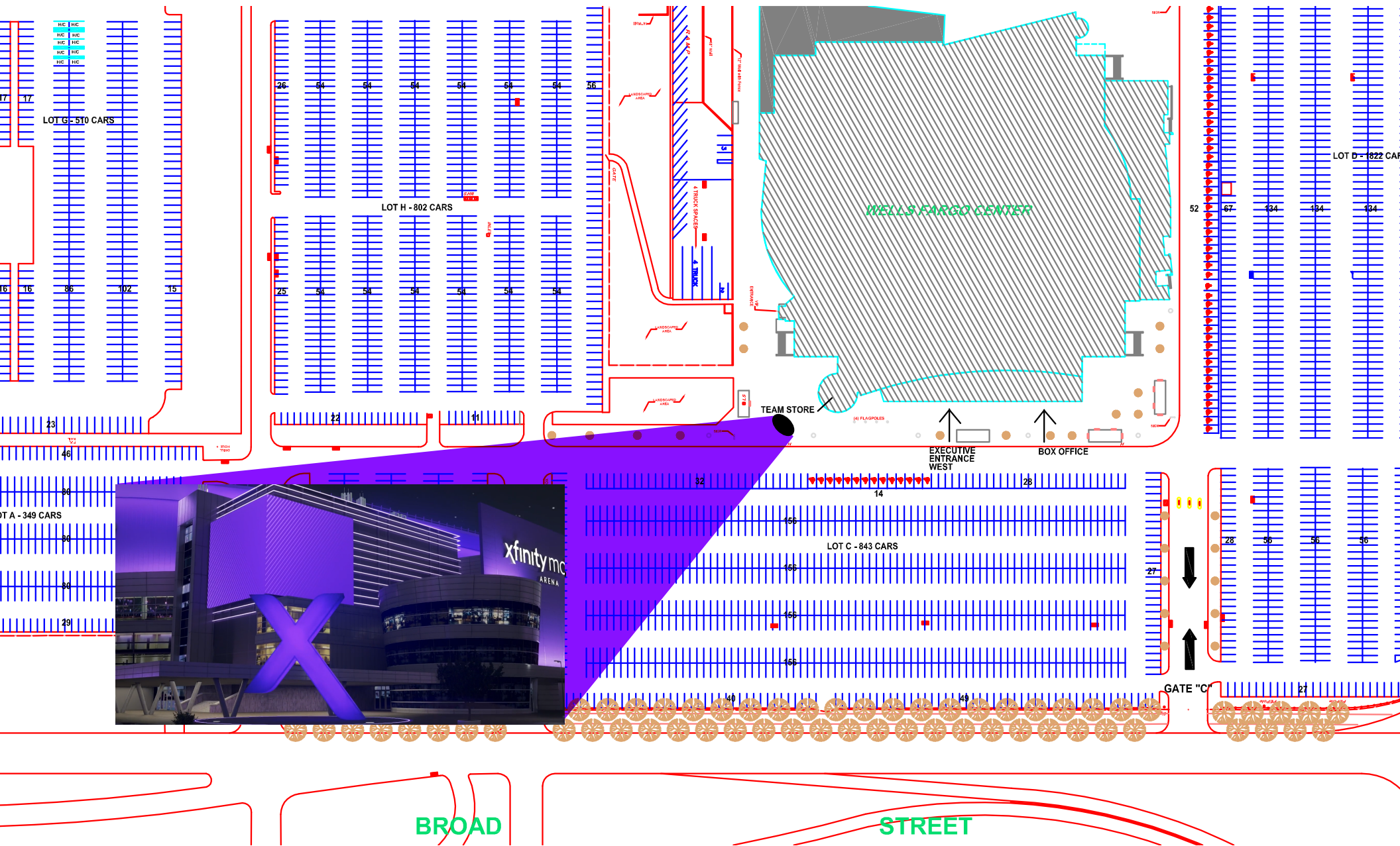
cc: Jessie Lawrence, Director for the Department of Planning & Development
John Mondlak, Chief of Staff for the Department of Planning & Development
Jodie Harris, President
Peter Silow, Vice President

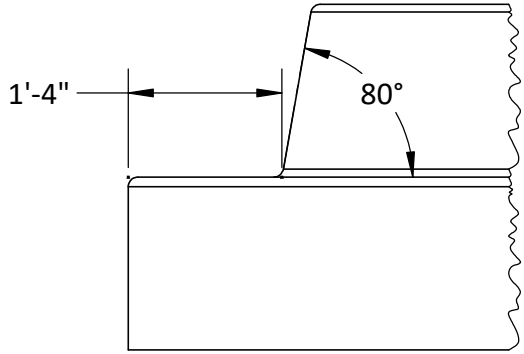
Attachments: Proposed Signage Package



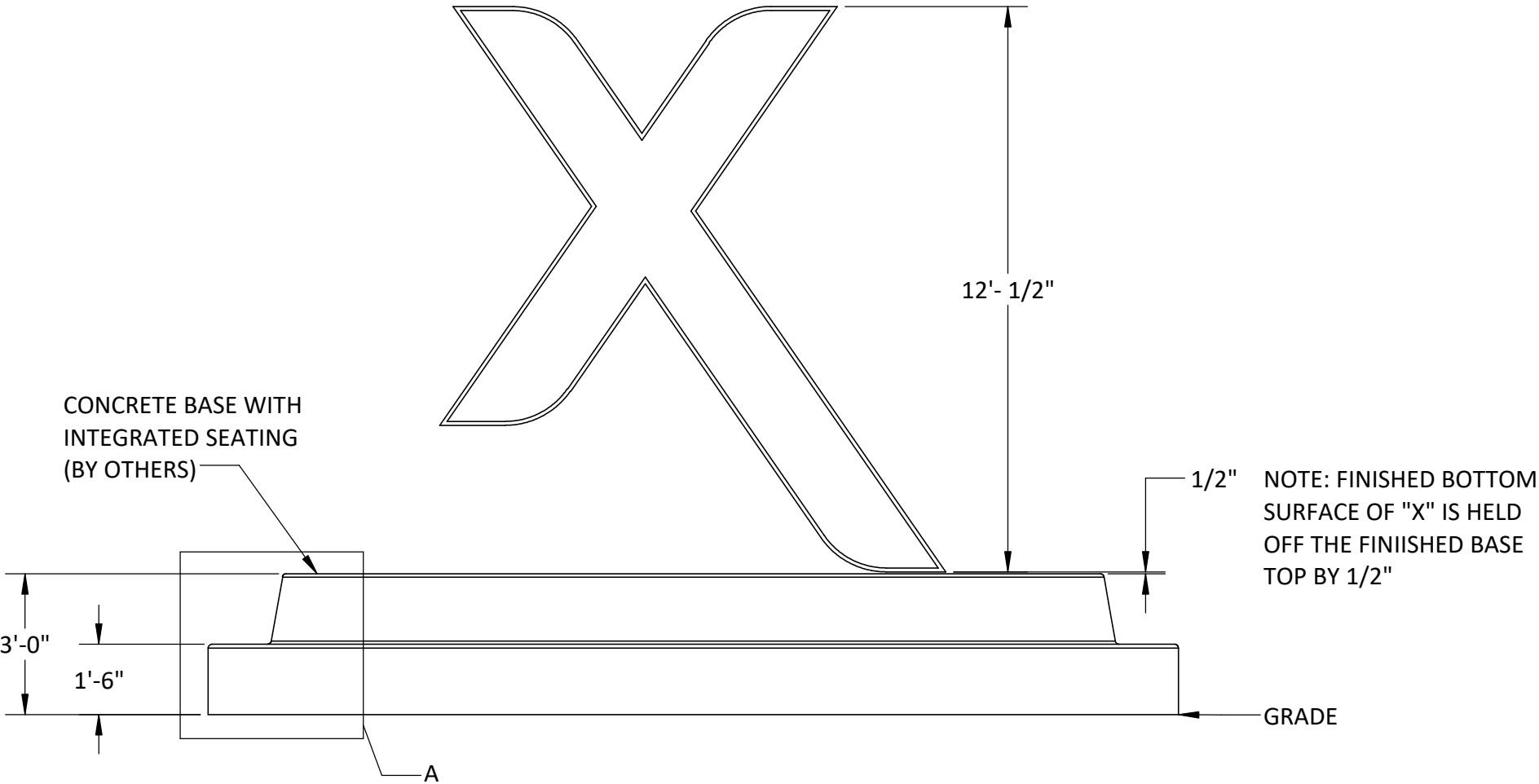
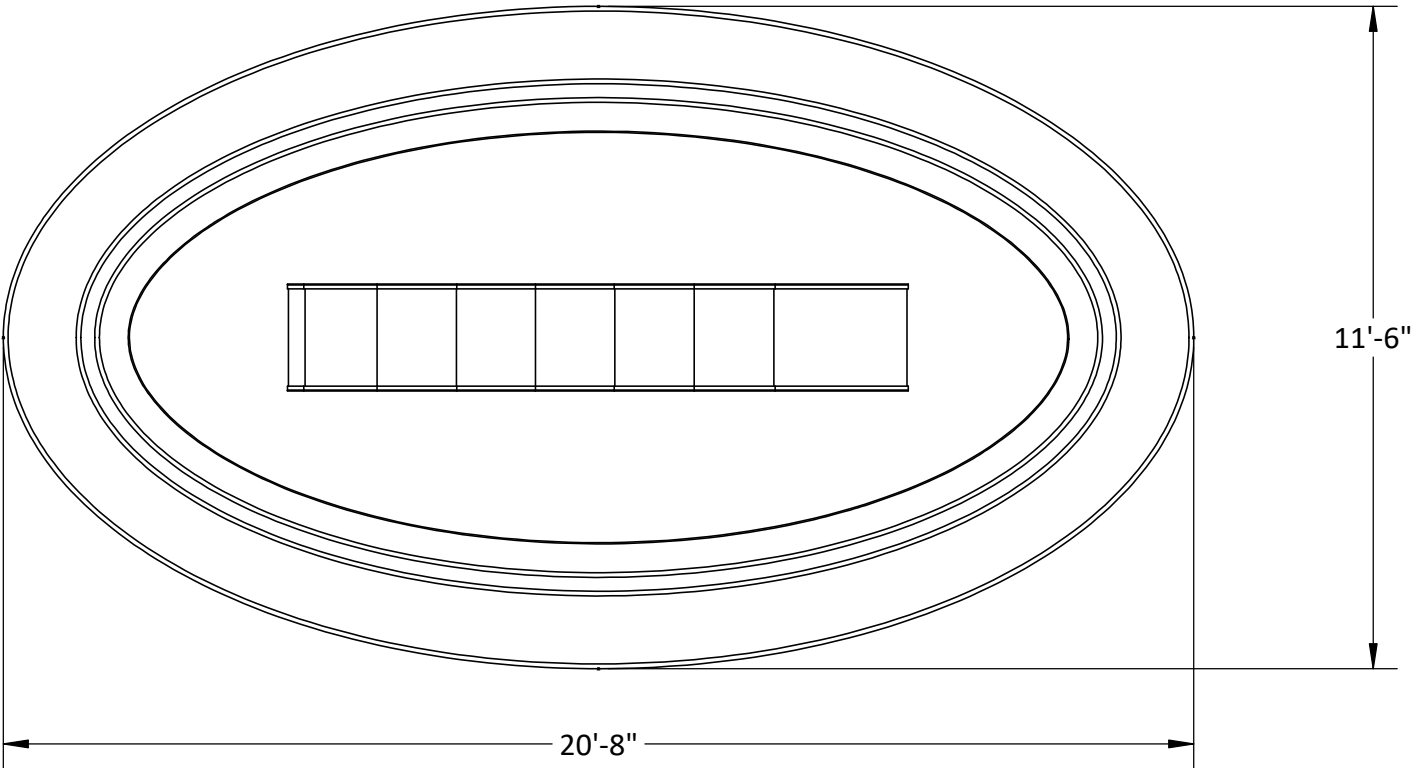
e

xfinity mobile
ARENA





DETAIL A
SUGGESTED SEAT SIZING



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DMYERESS

SALESPERSON:
RONGIRSKI

JOB NUMBER:
305617

JOB NAME:
WFC REBRAND

DRAWING TITLE:
MONUMENTAL X DESIGN
INTENT

SITE ADDRESS:
3601 S BROAD ST
PHILADELPHIA, PA 19148

LEVEL OF DETAIL:
300

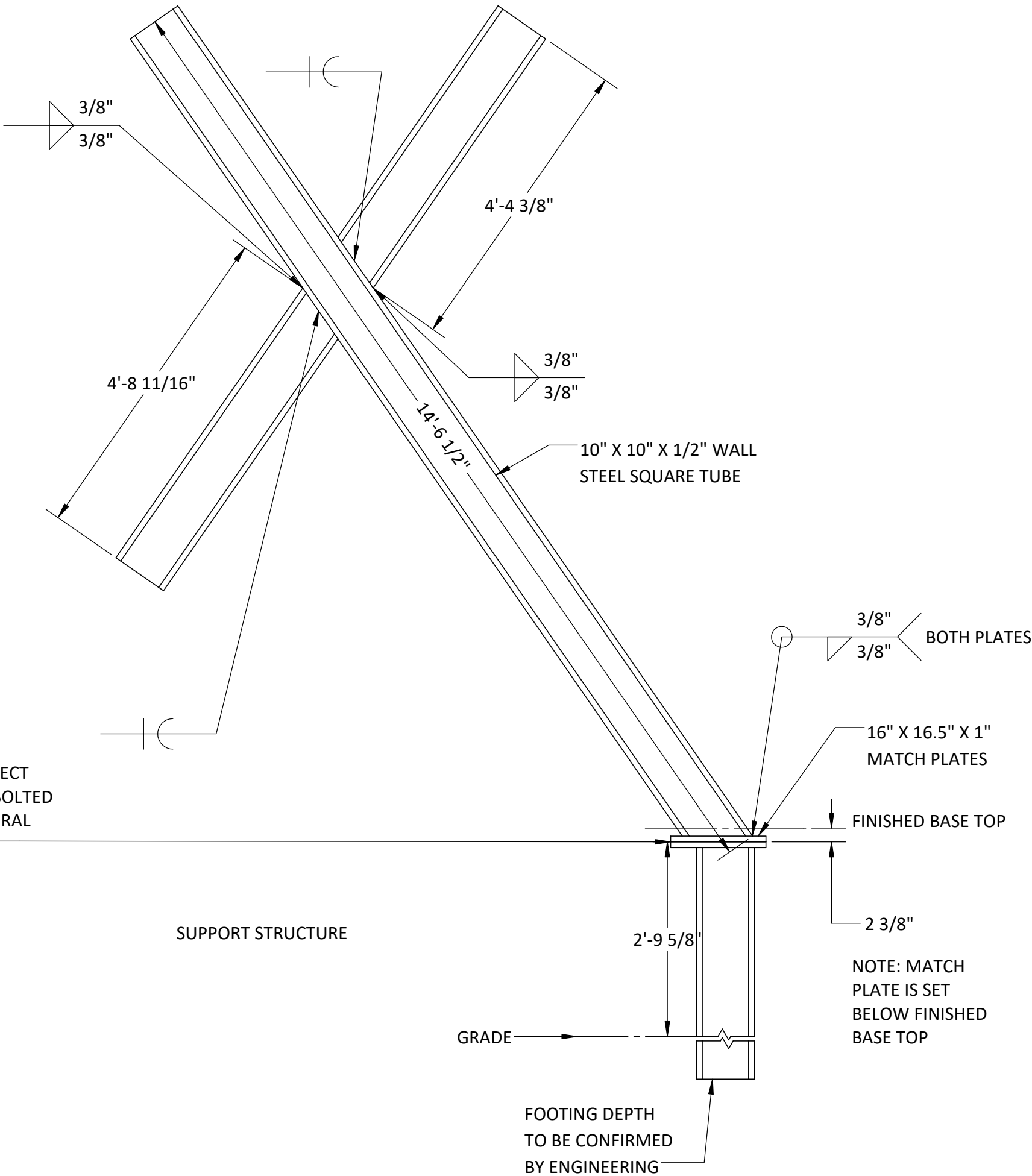
REVISION: A **DATE:** 6/13/2025

SHEET:

S2.0

NOTE: MEMBER SIZES, FASTENERS AND
WELDS TO BE CONFIRMED BY ENGINEERING

ALL STEEL TO BE PRIMED



JONES SIGN
Your Vision. Accomplished.

STAMP

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SHEET REVISIONS:

DRAWN BY:
JCORBIN

PROJECT MANAGER:
DMYERESS

SALESPERSON:
RONGIRSKI

JOB NUMBER:
305617

JOB NAME:
WFC REBRAND

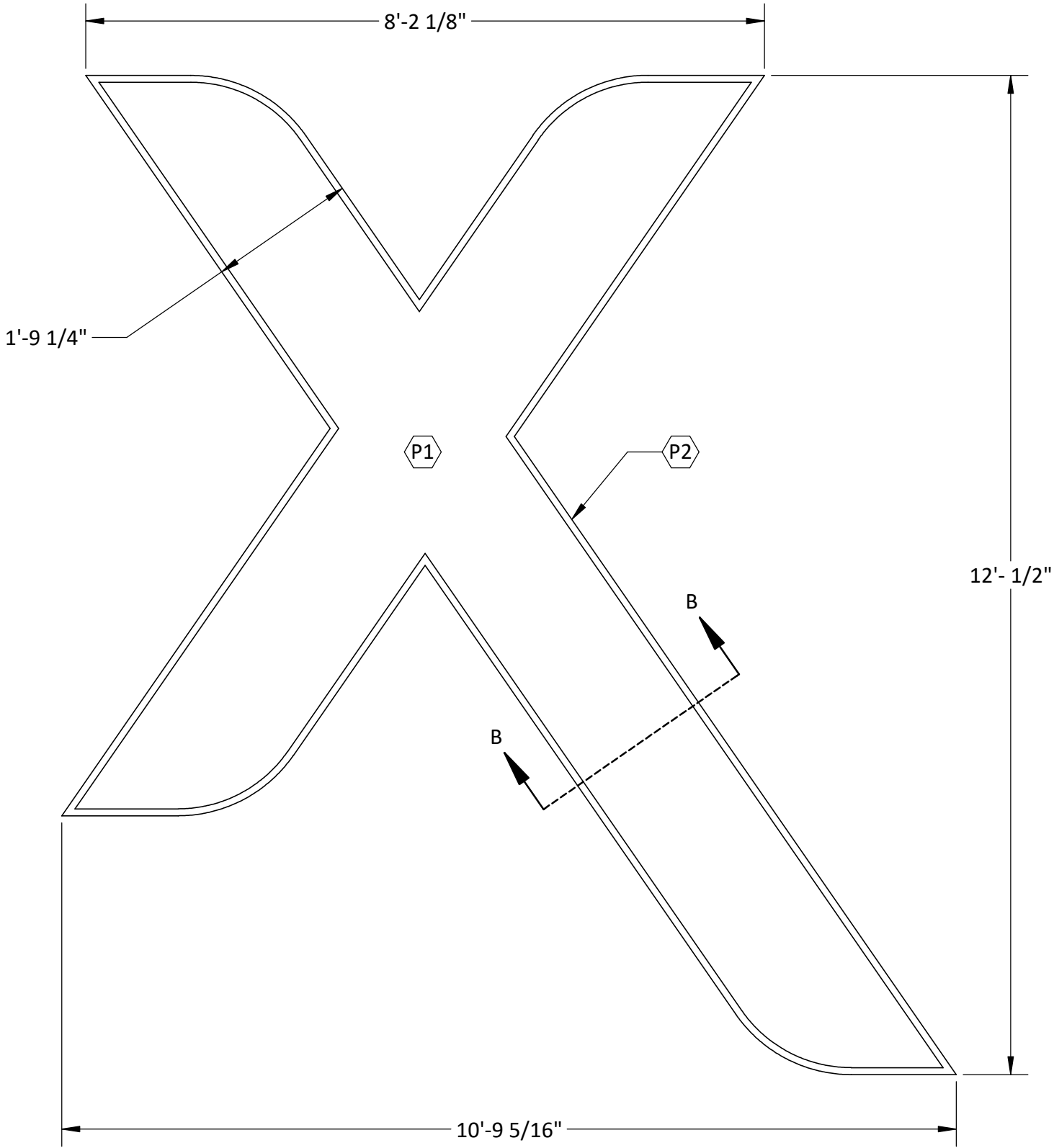
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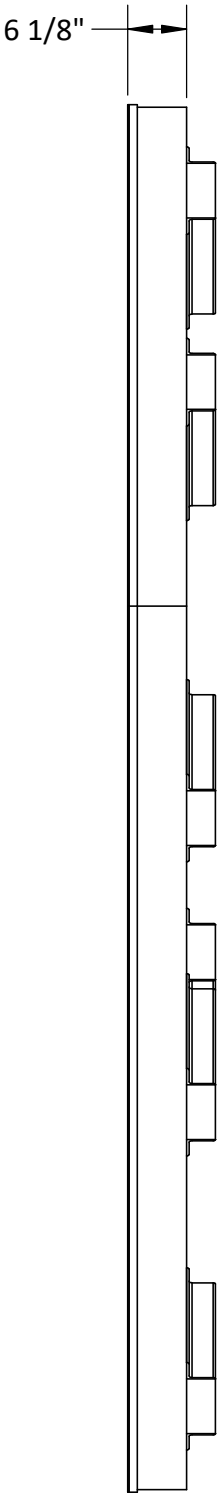
LEVEL OF DETAIL:
300

REVISION: A **DATE:** 6/13/2025

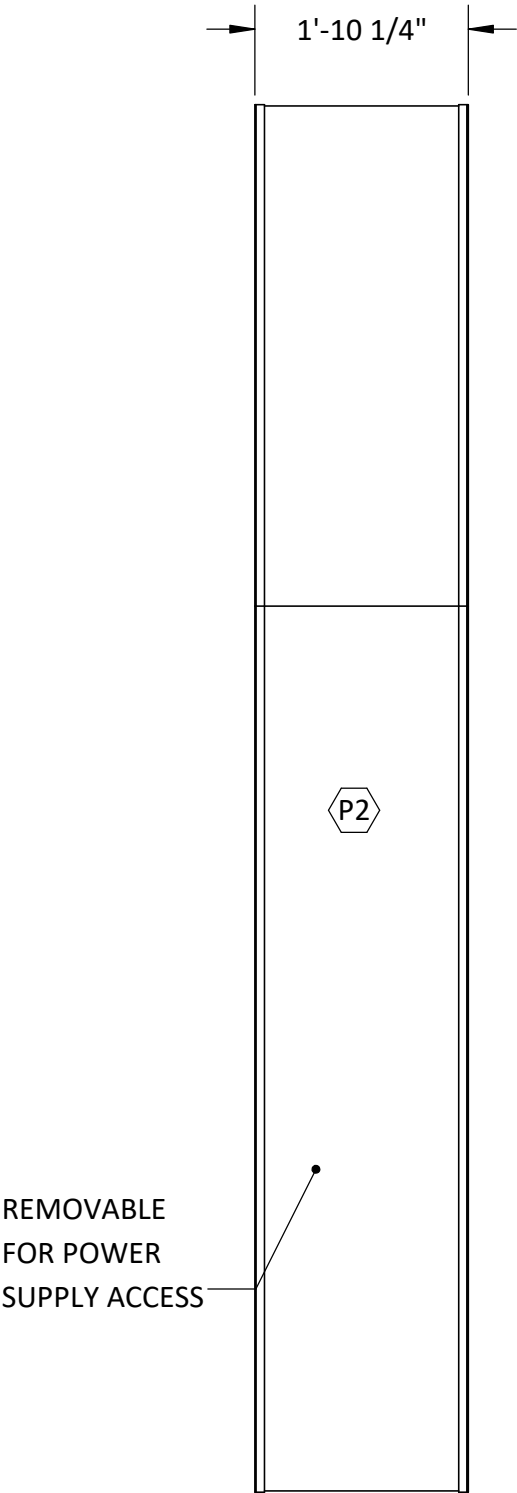
SHEET:
S3.0



LIGHTBOX ELEVATION



LIGHTBOX RIGHT VIEW



FULL SIGN RIGHT VIEW

STAMP

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SHEET:

S4.0

STAMP

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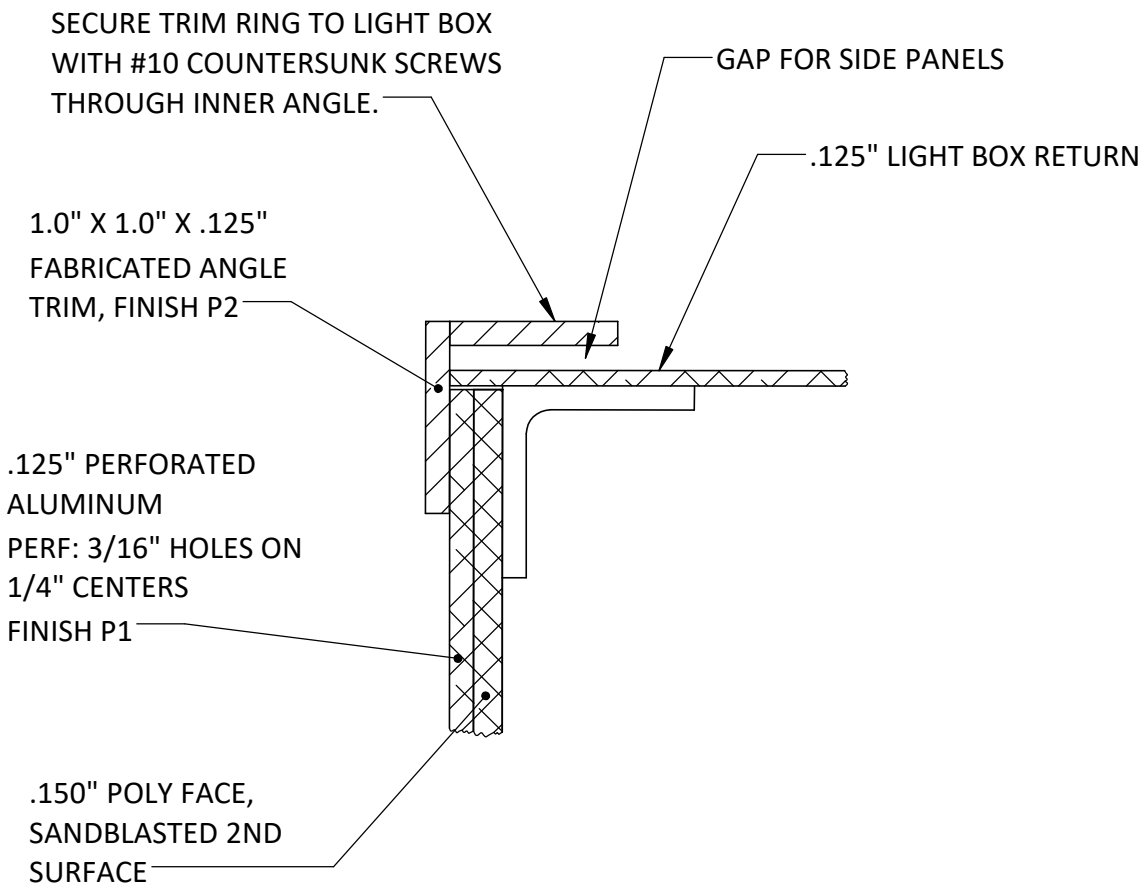
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LEVEL OF DETAIL:
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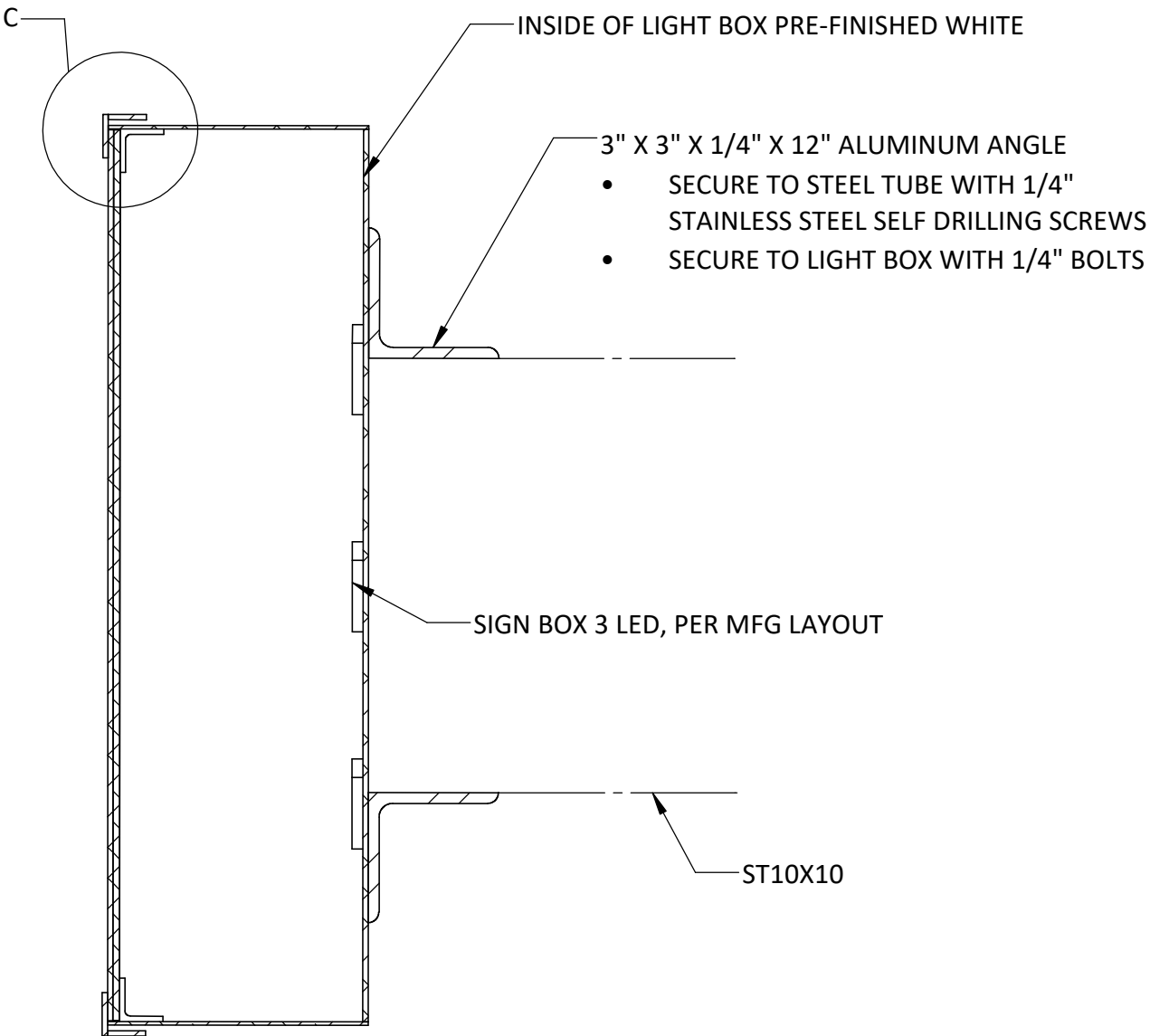
REVISION: A **DATE:** 6/13/2025

SHEET:

S4.1



DETAIL C



TYPICAL LIGHT BOX SECTION