



**KLEHR HARRISON
HARVEY BRANZBURG^{LLP}**

Brett D. Feldman
Direct Dial: (215) 569-3697
Email: bfeldman@klehr.com

July 18, 2025

VIA ELECTRONIC MAIL

Alex M. Smith, Katherine Liss
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
alex.smith@Phila.gov
katherine.liss@phila.gov
artcommission@phila.gov

**Re: Request for July 30, 2025 Sign Committee Review and Approval of Proposed
Signage for 100 S Independence Mall W (the “Property”).**

Dear Alex and Kacie:

This firm represents the applicant, **Nomura Holding America, Inc.** (“Nomura”), with regards to ongoing zoning approvals at 100 S Independence Mall W (the “Property”). As detailed more fully in the sign package to follow, the Applicant proposes to install two (2) new, illuminated building identification signs to replace those existing.

- Two (2) halo-lit 5’ 3” x 30’ 4-3/8” (sign area per sign: 159.41 SF)

The proposed signs are in-kind to the existing Macquarie building identification signs and result in an overall reduction of sign area (162.5 SF per sign).

To provide further background, Nomura and Macquarie have entered into an agreement for Nomura to acquire Macquarie’s U.S. and European public asset management business, with approximately US\$180 billion in retail and institutional client assets across equities, fixed income, and multi-asset strategies.

The largest office in this acquisition is the Philadelphia HQ office which occupies over 3 floors (including a dedicated lobby & roof terrace) in a 9-story building and employs 400 of the 700 people within the public asset management business.

Nomura is a financial services group with an integrated global network. By connecting markets East & West, Nomura services the needs of individuals, institutions, corporates, and governments through its four business divisions: Wealth Management, Investment Management, Wholesale (Global Markets and Investment Banking), and Banking. Founded in 1925, the firm is built on a tradition of disciplined entrepreneurship, serving clients with creative solutions, and considered thought leadership.

In addition to this letter, the applicant will provide current photographs of the Property and the surrounding environment, detailed drawings, and renderings of the proposed signs demonstrating the signage is consistent with the harmony, style, and architectural/historical character of the Independence Hall Area.

Please contact me if you have any questions, or if you need any additional information. In advance, thanks for your time and attention to this application and we hope that this application can be placed on the Sign Committee agenda for July 30, 2025 and receive approval from the Art Commission on August 13, 2025.

Respectfully submitted,

/s/ Brett Feldman
Brett D. Feldman

BDF:asg

SIGN INVENTORY

SITE: NOM001 - Philadelphia		
SIGN	PAGE	PROPOSED SIGN
E01	2	CUSTOM HALO-LIT LETTERS - BLACK
E02	7	CUSTOM HALO-LIT LETTERS - BLACK



TITLE	Nomura	DWG BY	PEM	DATE	06.30.25	DATE	07.09.25	REVISION	Removed Option 2, Revised E01 & E02....	BY	PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
ADDRESS	NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399			DWG NUM	A40653	DATE	07.23.25	REVISION	Added close-up of existing signs	BY	PEM	
				SHEET	1							

E01 CUSTOM HALO-LIT LETTERS Building Identification Sign: Halo Illuminated, Black Fabricated Letters - 5' 3"oah x 30' 4-3/8"oal (159.41 SF)

NOTE: Existing building identification sign is currently 162.5 SF

Proposed



Signs Rendered Proportional to the Photo

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE	Nomura	DWG BY	PEM	DATE	06.30.25	DATE 07.09.25 07.23.25	REVISION Removed Option 2, Revised E01 & E02..... Added close-up of existing signs	BY PEM PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS	NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399			DWG NUM	A40653				
					SHEET	2				

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399	DWG NUM A40653		07.23.25	Added close-up of existing signs		
		SHEET 3					

Proposed



Signs Rendered Proportional to the Photo

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399		DWG NUM A40653	DATE 07.23.25	Added close-up of existing signs	PEM	
			SHEET 4				

Proposed



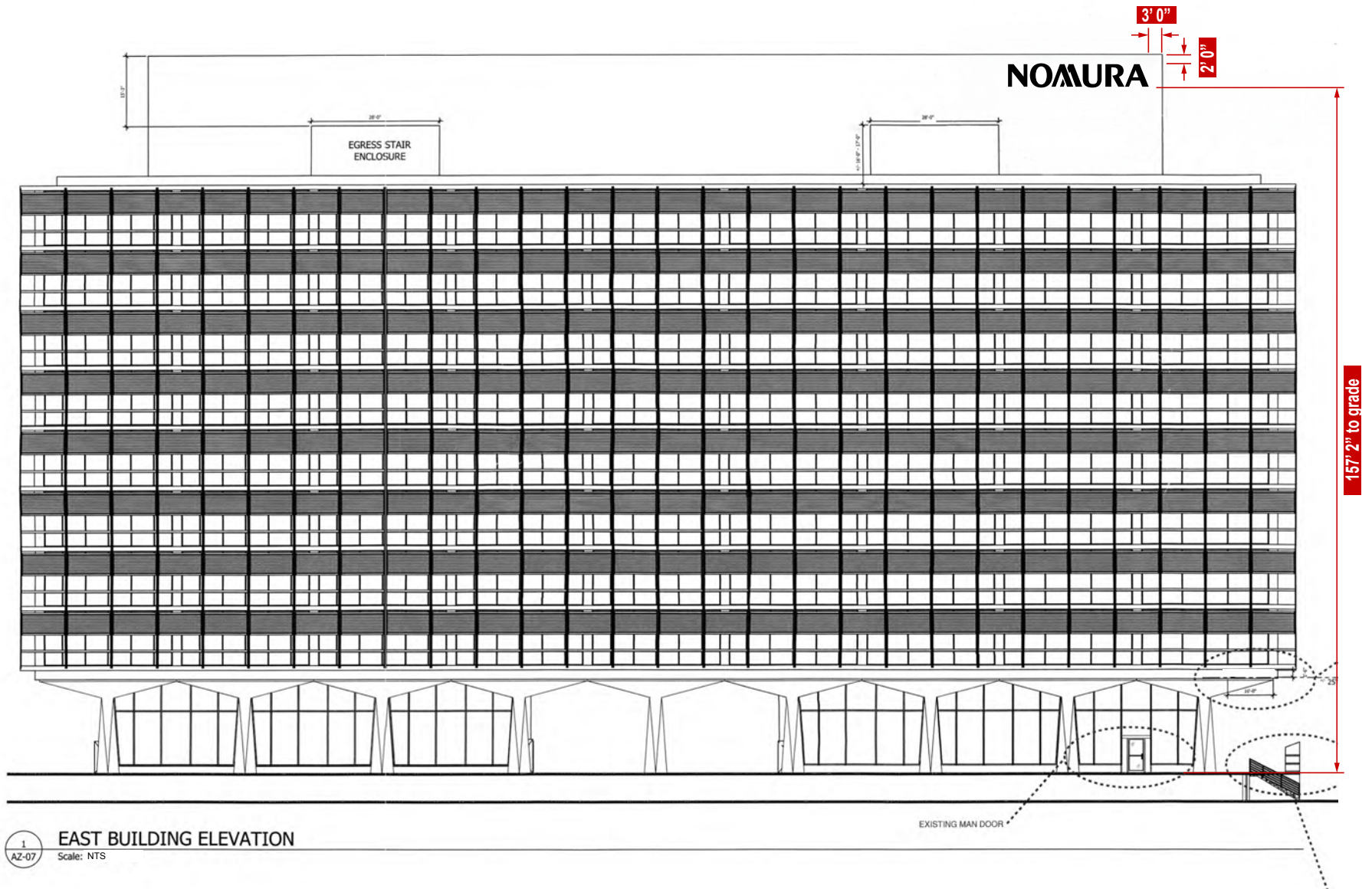
Signs Rendered Proportional to the Photo

 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02.....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399		DWG NUM A40653	DATE 07.23.25	REVISION Added close-up of existing signs	BY PEM	
			SHEET 5				

Proposed



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02.....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399		DWG NUM A40653	DATE 07.23.25	REVISION Added close-up of existing signs	BY PEM	
			SHEET 6				



1 EAST BUILDING ELEVATION
AZ-07 Scale: NTS

E02 CUSTOM HALO-LIT LETTERS Building Identification Sign: Halo Illuminated, Black Fabricated Letters - 5' 3"oah x 30' 4-3/8"oal (159.41 SF)

NOTE: Existing building identification sign is currently 162.5 SF

Proposed



Signs Rendered Proportional to the Photo

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399		DWG NUM A40653	DATE 07.23.25	REVISION Added close-up of existing signs	BY PEM	
			SHEET 8				

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25 07.23.25	REVISION Removed Option 2, Revised E01 & E02.... Added close-up of existing signs	BY PEM PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399	DWG NUM A40653					
		SHEET 9					

Proposed



Signs Rendered Proportional to the Photo

Existing



 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura		DWG BY PEM	DATE 06.30.25	DATE 07.09.25 07.23.25	REVISION Removed Option 2, Revised E01 & E02..... Added close-up of existing signs	BY PEM PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399			DWG NUM A40653				
				SHEET 10				

Proposed



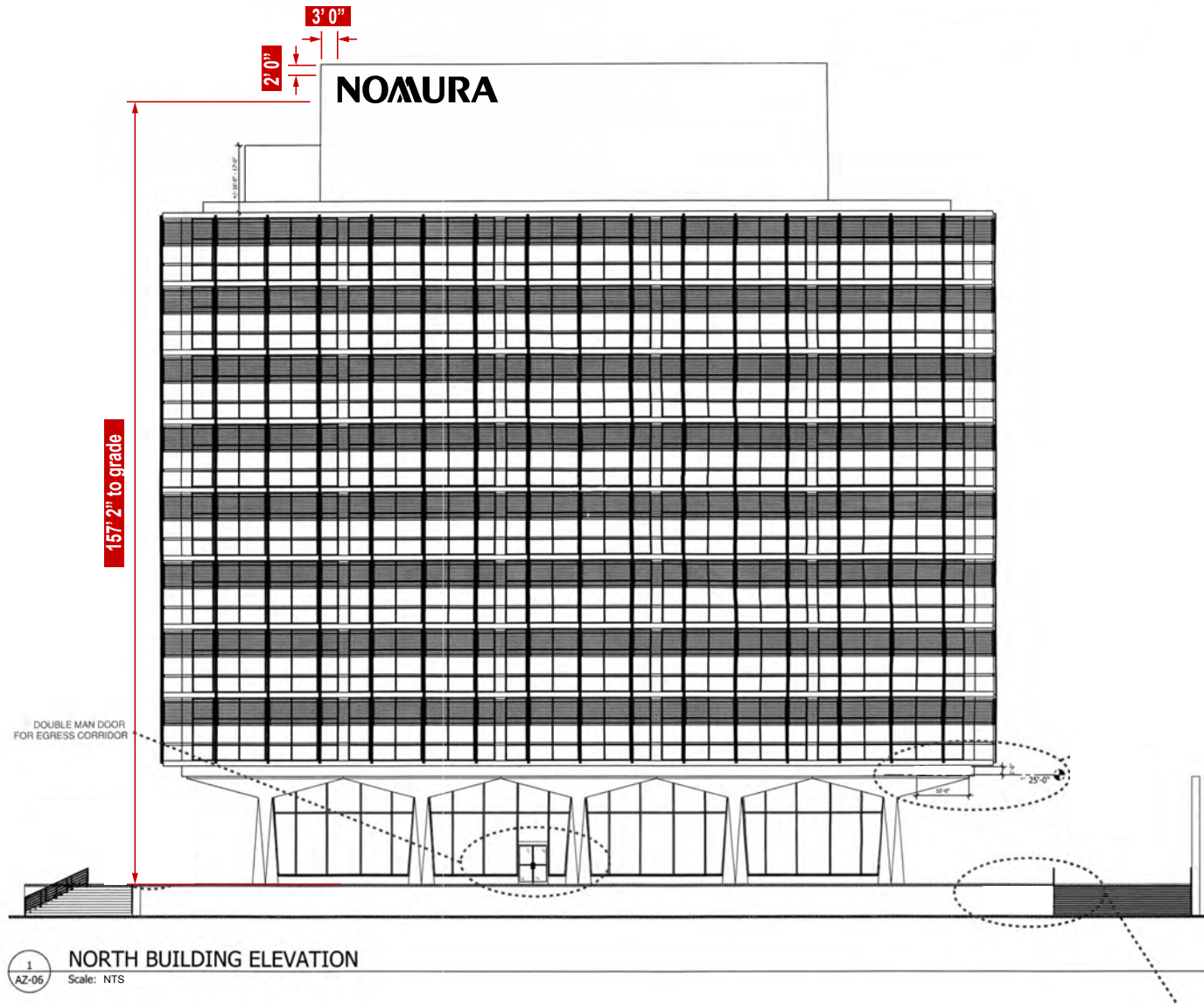
Signs Rendered Proportional to the Photo

 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE	Nomura	DWG BY	PEM	DATE	06.30.25	DATE	07.09.25	REVISION	Removed Option 2, Revised E01 & E02....	BY	PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS	NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399			DWG NUM	A40653	DATE	07.23.25	Added close-up of existing signs			PEM	
					SHEET	11							

Proposed

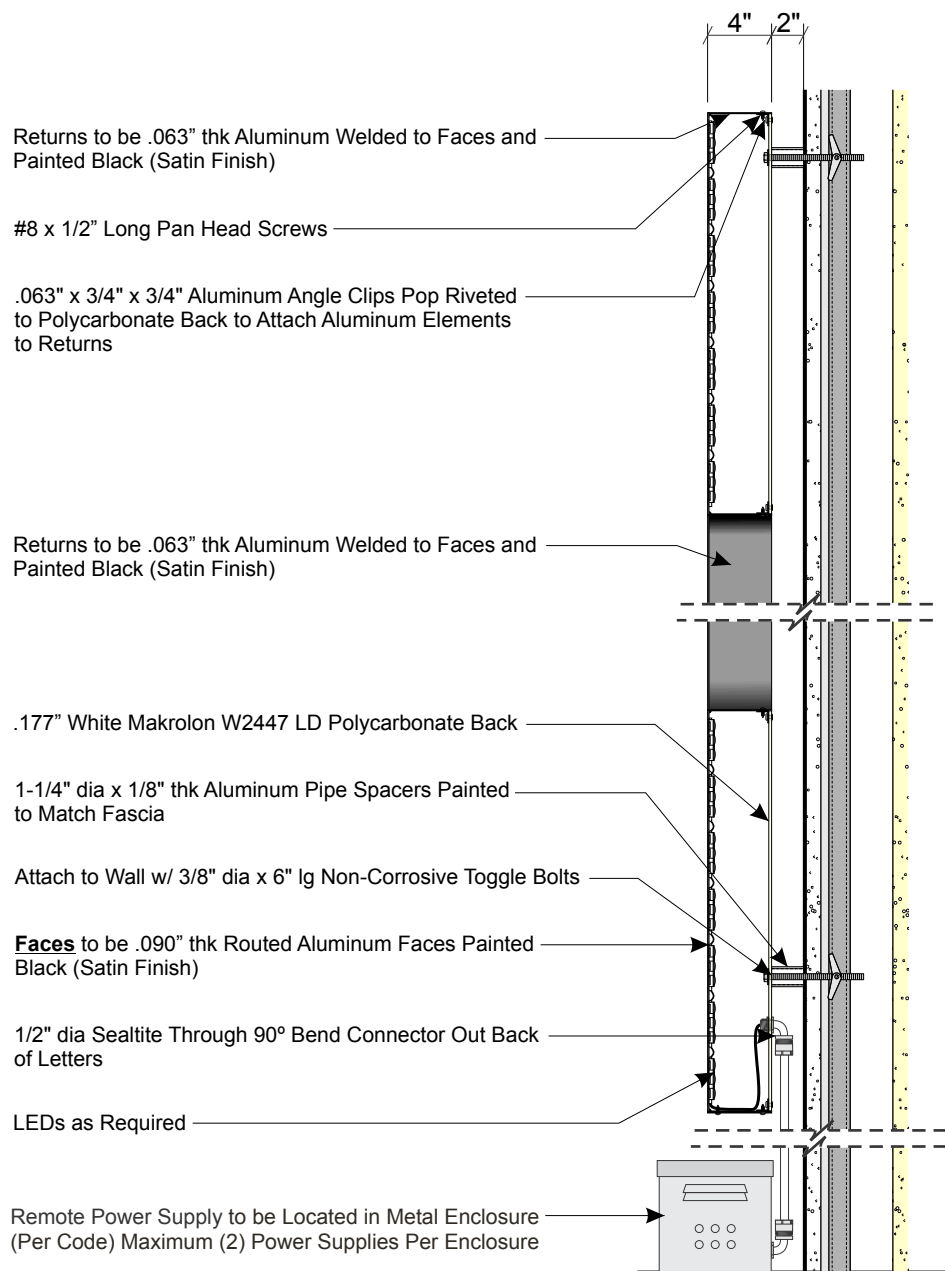


 <div>PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE</div>	TITLE Nomura	DWG BY PEM	DATE 06.30.25	DATE 07.09.25	REVISION Removed Option 2, Revised E01 & E02.....	BY PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399		DWG NUM A40653	DATE 07.23.25	REVISION Added close-up of existing signs	BY PEM	
			SHEET 12				



PHILADELPHIASIGN
BRINGING THE WORLD'S BRANDS TO LIFE

TITLE	Nomura	DWG BY	PEM	DATE	06.30.25	DATE	07.09.25	REVISION	Removed Option 2, Revised E01 & E02.....	BY	PEM	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
ADDRESS	NOM001 - Philadelphia 100 S. Independence Mall West Philadelphia, PA 19106-2399	DWG NUM	A40653			DATE	07.23.25	REVISION	Added close-up of existing signs	BY	PEM	
		SHEET	13									



TYPICAL LETTER SECTION DETAIL

Scale: 1" = 1'-0"



PHILADELPHIASIGN

BRINGING THE WORLD'S BRANDS TO LIFE

TITLE

Nomura

DWG BY

PEM

DATE

06.30.25

ADDRESS

NOM001 - Philadelphia
100 S. Independence Mall West
Philadelphia, PA 19106-2399

DWG NUM

A40653

SHEET

14

DATE

07.09.25

07.23.25

REVISION

Removed Option 2, Revised E01 & E02..... PEM
Added close-up of existing signs PEM

BY

THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.