

Philadelphia Art Commission
One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102
artcommission@phila.gov



Art Commission Signage Review Cover Letter

Date: 1/14/26

Name of Business or Entity (to which the sign is accessory): Dilworth Park

Sign Location (Address): 1 S. 15th St. On Public Property? ☒ Yes ☐ No

Is this location in an Overlay Zoning District requiring Art Commission signage review?

☒ Yes (specify): Center City ☐ No ☐ Unsure

Total Number of Signs: 1 Type(s) of Signs (check all that apply below):

☒ Wall ☐ Projecting/Blade ☐ Marquee ☐ Awning or Canopy ☐ Building ID (above 2nd story)
☐ Window ☒ Other: Wall Mount LED Display

Sign Details (if more than four (4), include details in *Additional Description* box below):

#	Sign Type	Dimensions	Mounting Height	Material(s)	Illumination (check if so)
1	Nanolumens LED Display	6' 7" W x 9' 11" H	9' 11" H	LED Screen	<input checked="" type="checkbox"/>
2					<input type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

Additional Description (optional) (details, background/context, purpose/need, specific requests, etc.):

See attached proposal with project details.

Primary Contact for Art Commission

Communications:

Name: Amy Genda

Company: Center City District

Address: 100 South Broad Street, STE 1N

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____



January 14, 2026

Philadelphia Art Commission
Sign and Streetery Committee
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Re: Proposal for LED Display Installation at Dilworth Park

Dear Members of the Sign and Streetery Committee:

On behalf of the Center City District (CCD), I am pleased to submit this proposal for the installation of a new outdoor LED display screen at Dilworth Park. This project represents an expansion of our successful existing LED screen program in partnership with Intersection Media.

The proposed LED screen will be installed on the north side of Dilworth Park, adjacent to the elevators on the west side of the Dilworth Park Cafe building, next to the transit concourse entrance. This location complements our two existing LED screens near the south elevator, which have proven highly effective in communicating CCD programming, events, and information to park visitors and transit users.

The attached proposal includes complete technical specifications for the Nanolumens Performance 3.1mm Direct-View LED display, including illumination levels, a site map showing both existing and proposed screen locations, photographs of our current LED installations, and comprehensive content guidelines detailing our content coordination process with Intersection Media.

Representatives from CCD and Intersection will be available to attend the Sign and Streetery Committee meeting on January 28, 2026, remotely, to answer any questions and provide additional information as needed.

We appreciate the Committee's consideration of this proposal and look forward to discussing this project with you.

Sincerely,

Amy Genda
Vice President, Strategy and Design

Center City District
100 South Broad Street, STE 1N
Philadelphia, PA 19110
amy@centercityphila.org
215-440-5927



LED Display Installation Proposal

Dilworth Park, Philadelphia

Submitted to:

Philadelphia Art Commission

Sign and Streetery Committee

Submitted by:

Center City District

in partnership with Intersection Media

January 14, 2026

Executive Summary

The Center City District (CCD) proposes to install a new outdoor LED display screen at Dilworth Park as an expansion of our successful existing LED screen program in partnership with Intersection Media. This project will enhance visitor communication on the north side of the park, complementing the two LED screens currently operating near the south elevator.

The proposed Nanolumens Performance 3.1mm Direct-View LED display will be installed adjacent to the elevators on the west side of the Dilworth Park Cafe building, next to the transit concourse entrance. This strategic location serves the high volume of pedestrian and transit users accessing this critical entry point to Dilworth Park and the SEPTA Concourse.

The screen will display a rotating mix of CCD programming information and commercial advertising, managed through our established partnership with Intersection Media. All content will comply with CCD advertising policies and maintain the professional, informative character that has made our existing LED screens successful community assets.

Project Overview

Purpose and Goals

This LED screen installation serves multiple important objectives for Dilworth Park and Center City Philadelphia:

- Enhanced visitor communication on the north side of Dilworth Park
- Improved information access for transit users entering from the concourse
- Consistent programming communication across the entire park
- Extension of successful digital communication infrastructure
- Support for CCD signature programs, including free public programming, and community events

Expansion of Program

This proposal represents an expansion of CCD's existing LED screen program at Dilworth Park. The two LED screens currently installed near the south elevator have proven highly effective in communicating event information, programming schedules, and seasonal activity content to park visitors. The proposed north-side installation will extend these communication benefits to visitors approaching from City Hall, the transit concourse, and the surrounding office district.

Location and Site Context

Proposed Location

The LED screen will be installed on the north side of Dilworth Park, adjacent to the elevators on the west side of the Dilworth Park Cafe building, immediately next to the transit concourse entrance. This location provides high visibility for:

- Transit users entering and exiting the SEPTA Concourse
- Pedestrians approaching from City Hall and JFK Boulevard
- Cafe patrons and park visitors on the north side
- Office workers and downtown residents

Site Map - Existing and Proposed Locations



Figure 1: Dilworth Park showing existing LED screens (south) and proposed LED screen (north)

Proposed Installation Location



Figure 2: Proposed installation location - West side of Dilworth Park Cafe building, adjacent to elevators and transit concourse entrance

Visual Mockup - Proposed LED Screen



Figure 3: Visual mockup of proposed LED screen

Technical Specifications

Display Specifications

The proposed LED display is a Nanolumens Performance 3.1mm Direct-View LED system, specifically designed for mission-critical applications in public spaces. This system offers exceptional reliability, energy efficiency, and visual performance.

Specification	Details
Manufacturer	Nanolumens
Series	Performance 3.1mm
Display Type	Cabinet
Physical Dimensions	6' 7 7/16" W x 9' 10 13/16" H (Total Cabinet)
Display Size	6' 7 7/16" x 9' 10 13/16"
Total Display Depth	6"
Display Resolution	640 px x 960 px
Content Display Area	576 px W x 832 px H
Display Aspect Ratio	9:13.5
Brightness	6,000 nits
Refresh Rate	3840 Hz
Lifespan	≥ 100,000 hours (10+ years)
Power Consumption	3,990 W (16.5 W / sq ft) maximum; 1,988 W (8.4 W / sq ft) average
Solution Weight	551.6 lbs
Mount	Performance Wall Mount

Key Technical Information

The Nanolumens Direct-View LED technology offers significant advantages over traditional flat panel displays for public space applications:

- **Low Power Consumption:** 40-60% power savings compared to traditional displays
- **Long Lifespan:** 10+ year operational life reduces replacement costs and environmental impact
- **Superior Brightness:** 6,000 nits provides excellent visibility in direct sunlight while using less power
- **Color Consistency:** Uniform color and white balance across the entire display ensures professional appearance
- **Seamless Design:** No bezels or seams provide clean, uninterrupted visual presentation
- **Mission-Critical Reliability:** Nanolumens specializes in solutions for high-stakes applications with responsive support

Level of Illumination

The display brightness level of 6,000 nits ensures clear visibility in all lighting conditions, including direct sunlight. This brightness level is optimized for outdoor public space applications and matches the illumination specifications of the existing LED screens at Dilworth Park, maintaining visual consistency across the park.

Content Guidelines and Management

Content Coordination Process

All content for the LED display will be managed through the established partnership between Center City District and Intersection Media:

- **Advertising Purchase:** Commercial advertisers will purchase advertising space through Intersection Media, CCD's exclusive advertising contractor
- **Policy Compliance:** All advertising content must comply with Center City District's established advertising policy
- **Content Review:** Intersection Media coordinates with CCD to ensure all content aligns with park standards and community values
- **CCD Priority Access:** Center City District maintains priority access for programming announcements, park information, and public service content

Types of Content

The LED screen will display a balanced mix of content designed to inform visitors and support downtown Philadelphia:

- **CCD Programming:** Information about signature programs including Dilworth Park events, seasonal programming, and community activities

- **Wayfinding:** Directional information for park amenities, transit connections, and nearby attractions
- **Public Service Announcements:** Community information, safety messages, and public notices
- **Commercial Advertising:** Third-party advertisements that comply with CCD advertising standards

Content Format and Technical Specifications

The screen supports both static images and video content:

- **Image Formats:** JPG and PNG files
- **Video Formats:** MP4 files
- **Content Dimensions:** 576 pixels W x 832 pixels H (optimized for display area)

Video content includes event highlights, animated graphics, and promotional content showcasing downtown Philadelphia's vibrant culture, dining, and entertainment offerings.

Content Rotation Schedule

The display operates on a continuous rotation schedule designed to maintain viewer engagement while effectively communicating multiple messages:

- **Individual Spot Duration:** Each advertisement or message displays for 7.5 seconds
- **Loop Structure:** 20 spots per complete loop (2 minutes, 30 seconds total)
- **Continuous Operation:** Content rotates continuously throughout operating hours

This rotation schedule ensures that visitors spending even a brief time in the area will see multiple messages, while the variety of content maintains visual interest.

Relationship to Existing LED Screens

The proposed LED screen will operate independently from the two existing screens on the south side of Dilworth Park:

- **Independent Operation:** The screens are not synced, allowing each location to serve its specific audience
- **Coordinated Content:** While not synchronized, content can be manually coordinated to display the same campaigns across multiple locations
- **Strategic Flexibility:** Independent operation allows content to be tailored to each location's specific context and audience while maintaining consistent messaging when appropriate

Existing LED Screen Program

Since 2014, the Center City District has successfully operated two LED display screens at Dilworth Park near the south elevator. These screens have become integral communication tools for the park, effectively delivering information about CCD programming and events to daily visitors.

The existing screens have demonstrated their value through:

- **High Visibility:** Strategic placement ensures maximum exposure to park visitors and transit users
- **Effective Communication:** Clear, dynamic content successfully promoting CCD's free public programming
- **Professional Integration:** Screens complement the park's design aesthetic while serving functional communication needs
- **Revenue Generation:** Partnership with Intersection Media provides advertising revenue that supports Dilworth Park operations and programming

Example: Current Screen Display



Figure 4: Existing LED screen

The image above shows one of the existing LED screens near the south elevator, displaying CCD's Restaurant Week campaign. This demonstrates the high-quality visual presentation, clear messaging, and professional design standards that will be replicated at the proposed north-side location.

Partnership with Intersection Media

The successful partnership with Intersection Media has been key to the existing LED screen program's effectiveness. Intersection provides:

- **Technical Expertise:** Professional installation, maintenance, and technical support
- **Content Management:** Sophisticated content management system and scheduling
- **Advertising Sales:** Professional sales team managing commercial advertising relationships
- **Quality Control:** Ensuring all content meets CCD standards and maintains professional appearance

This proven partnership model will be extended to the proposed north-side installation, ensuring consistent quality and professional management.

Conclusion

The proposed LED display installation at Dilworth Park represents a strategic expansion of Center City District's successful digital communication infrastructure. By extending LED screen coverage to the north side of the park, this project will:

- Enhance visitor communication and wayfinding at a high-traffic entrance
- Provide consistent programming information across the entire park
- Leverage proven technology and partnership models
- Support CCD's mission to promote downtown Philadelphia's vitality
- Generate revenue to support CCD operations and programming

The Nanolumens LED display system offers superior technical performance, energy efficiency, and longevity, making it an environmentally responsible choice for this public space application. Combined with the established content management practices and advertising policies already proven successful at the south-side location, this project will seamlessly integrate into Dilworth Park's operations while expanding the reach of CCD's communication capabilities.

Center City District respectfully requests the Art Commission Sign and Streetery Committee's approval of this proposal and looks forward to presenting additional details as needed.

Appendix: Additional Technical Documentation

Complete technical specifications for the Nanolumens Performance 3.1mm Direct-View LED display are attached as a separate document (Dilworth_Park_-_Security_Office_LED_Display_Nanolumens_11_19_25.pdf).

For additional information or questions, please contact:

Center City District

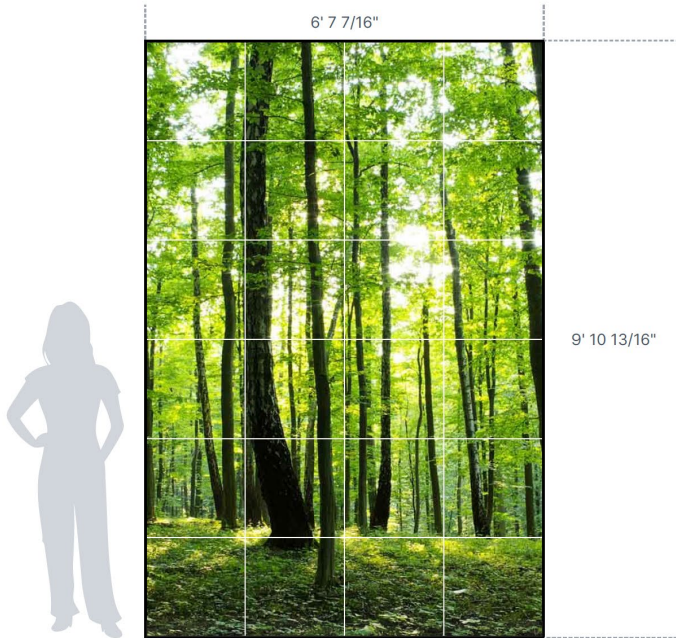
Amy Genda
Vice President, Strategy and Design

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215-440-5927

LED Product Specifications

Display Performance 3.1mm



Display Specifications

Manufacturer	Nanolumens
Series	Performance
Pixel Pitch	3.1 mm
Display Type	Cabinet
Total Cabinets (w x h)	24 (4 x 6)
Mount	Performance Wall Mount
Brightness	6,000 nits
Refresh Rate	3840 Hz
Lifetime	≥ 100,000 Hours
Physical Specifications	
Display Size	6' 7 7/16" x 9' 10 13/16"
Total Display Depth	6"
Visible Display Area	64.58 sq ft
Visible Display Diagonal	11' 9 15/16" (141 15/16")
Display Resolution	640 px x 960 px
Display Aspect Ratio	9:13.5
Display Weight	493.9 lbs (7.6 lbs / sq ft)
Solution Weight	531.4 lbs
Processing	
Controller	NovaStar KU20
Rack Units (per unit / total)	1U (half-width) / 1U (half-width)
Converter	CVT10-M
Data Transfer	Multi-mode optic fiber cable
Data Redundancy	None
Primary Data Runs	1
Color Depth	8 bit
Frame Rate	60 Hz
HDR Support	No
Power	
Working Voltage	208 V 47-63 Hz
Power Runs	2
Power Circuits	2
Circuit Amperage	15 A
Energy Usage	
Power Consumption (max.)	3,960 W (61.3 W / sq ft)
Power Consumption (avg.)	1,188 W (18.4 W / sq ft)
Heat Transfer (max.)	13,512 BTU/h
Heat Transfer (avg.)	4,053 BTU/h

Advantages of Nanolumens

Direct-View LED (dvLED) displays are a unique market and even more consideration should be given when looking to use this technology for public space related projects. DVLED displays in these types of environments are no longer a nice to have but a must have. The advantages of dvLED solutions over the use of traditional flat panel displays is tremendous:

- ⇒ Low Power - 40-60% power saving
- ⇒ Long Life – 10+ year lifespan
- ⇒ Brightness – higher brightness with less power use
- ⇒ Conformity – color and white balance consistency over the entire display
- ⇒ Bezel less – no bezels or seams

Now there are many manufactures of dvLED systems and solutions. What makes Nanolumens different is that they focus on mission critical applications and customer needs. Their solutions must perform consistently and if there are issues you need to be provided with quick support and response to get issues resolved. Not all LED solutions are