

January 14, 2026

Philadelphia Art Commission
1515 Arch St, 13th Floor
Philadelphia, PA 19102

RE: Riverview Wellness Village – Sign and Streeter Committee Meeting- January 28, 2026

Dear Mr. Felsman,

On behalf of the City of Philadelphia Capital Program Office, this letter serves as our formal request to be placed on the January 28, 2026 agenda of the Sign and Streeter Committee to request approval for proposed exterior signage at Riverview Wellness Village. This facility is a City-owned recovery housing center located at 7979 State Rd, Philadelphia, PA 19136.

A full presentation that includes photographs, renderings, and supporting materials will be provided to the Sign and Streeter Committee no later than January 21, 2026.

Ballinger is the Architect of Record for this project, and the presentation will be given by our signage design consultant, Exit Design. Please include the following people on all correspondence related to this application:

Exit Design (Signage Design Consultant):

Alex Cohn
Project Management Lead
585.749.9695
alex.cohn@exploreexit.com

City of Philadelphia (Owner):

Mark Drosnock
Project Manager
Capital Program Office
484.226.6454
mark.drosnock@phila.gov

Ballinger (Architect):

Nick Brown, AIA
Senior Associate / Senior Project Manager
267.283.5332
nbrown@ballinger.com

Signed,

Nick Brown, AIA

Senior Associate, Senior Project Manager
nbrown@ballinger.com
267.283.5332

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



Philadelphia
Art Commission
CITY OF PHILADELPHIA

Art Commission Signage Review Cover Letter

Date: 1/14/26

Name of Business or Entity (to which the sign is accessory): Riverview Wellness Village

Sign Location (Address): 7979 State Road On Public Property? Yes No

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

Yes (specify): Accessory Sign Controls- P: No Unsure

Total Number of Signs: 33 Type(s) of Signs (check all that apply below):

Wall Projecting/Blade Marquee Awning or Canopy Building ID (above 2nd story)
 Window Other: Freestanding

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	See supporting document				<input 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 supporting document

Primary Contact for Art Commission

Communications:

Name: Nick Brown

Company: Ballinger

Address: 1650 Arch Street, 23rd Floor, Philadelphia, PA 19103

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: Mark Drosnock

Company: City of Philadelphia

Address: [REDACTED]

Email: mark.drosnock@phila.gov

Phone: 484.226.6454

ballinger exit

Riverview Wellness Village

Sign and Streetery Committee

Presentation

Riverview Wellness Village

Recovery-based housing

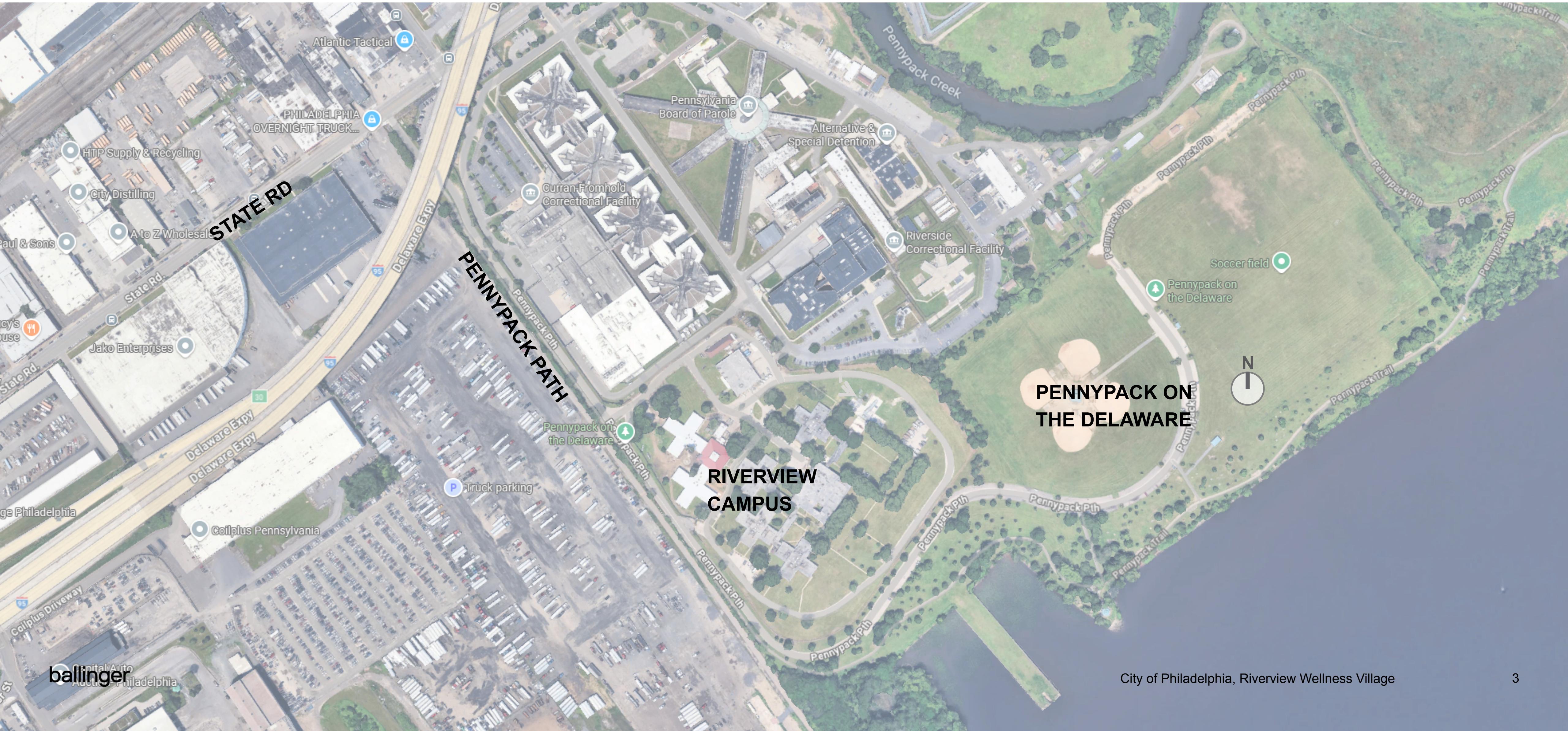
The Parker Administration has launched **a new recovery-based housing model that integrates 5 foundations for stability** – housing, access to medical care, recovery services, economic opportunity, and social supports in one, comprehensive project.

By combining transitional housing with recovery services, **the model breaks the insidious and expensive cycles** of homelessness and substance use disorder.

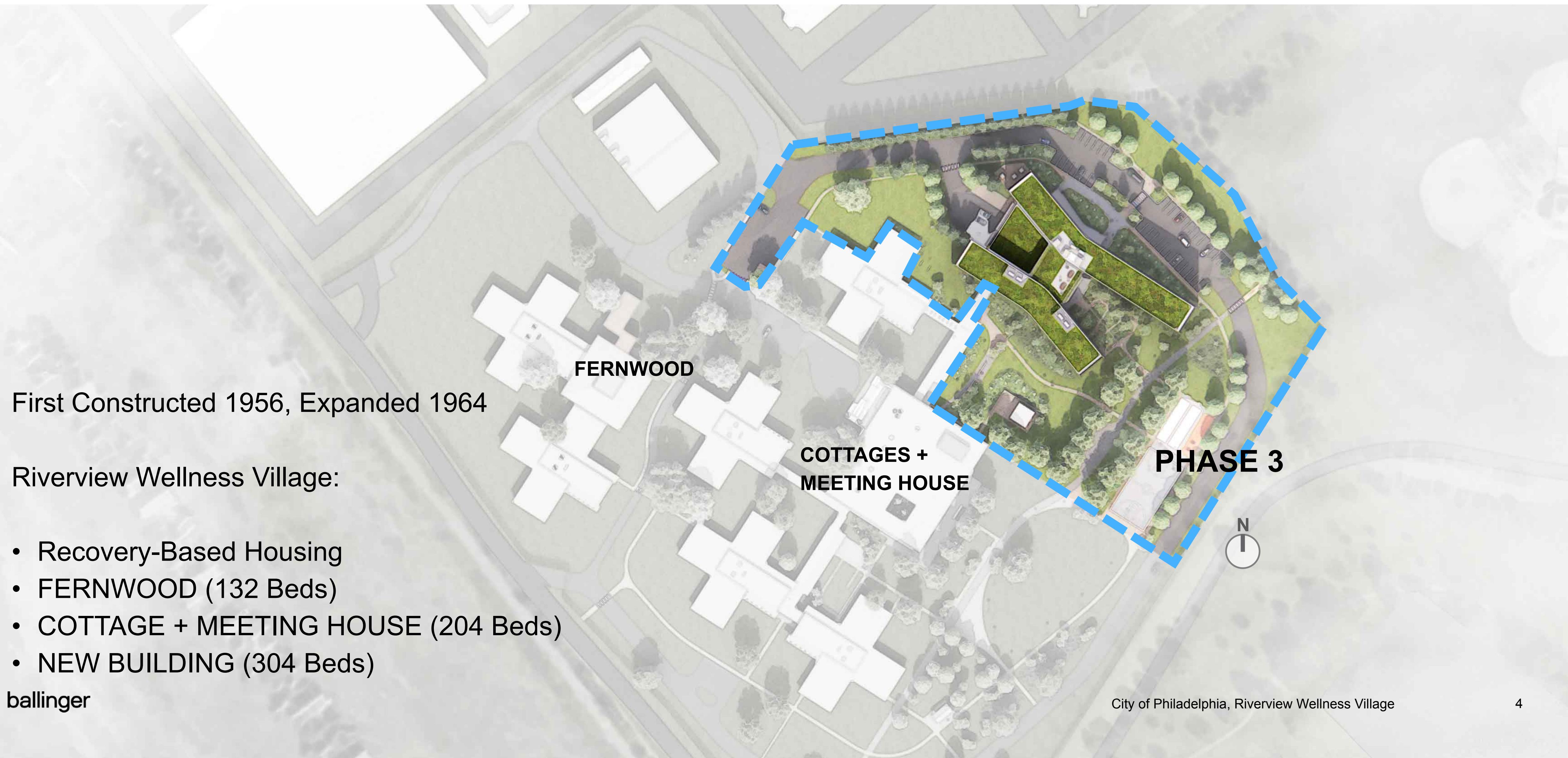
Launched in January of 2025, Riverview Wellness Village offers up to 336 beds.



Riverview Wellness Center: Site Plan Overview



Riverview Wellness Center: Site Plan Overview



Creative Brief

Goal & Objectives

- Design functional signage for all buildings
- Develop signage and wayfinding that reacts to the site and building layouts and design
- Improve the experience of residents as they live in a healthy and supportive environment

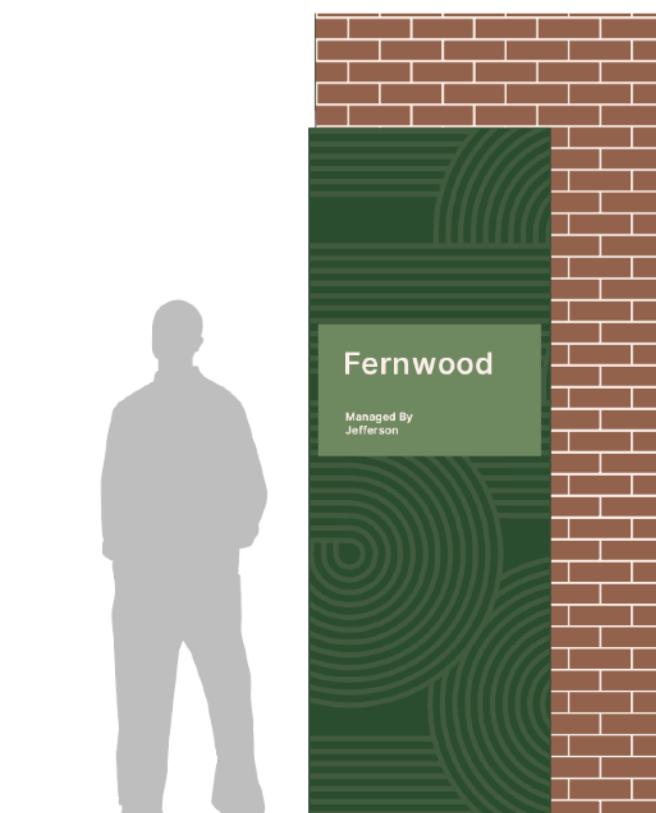
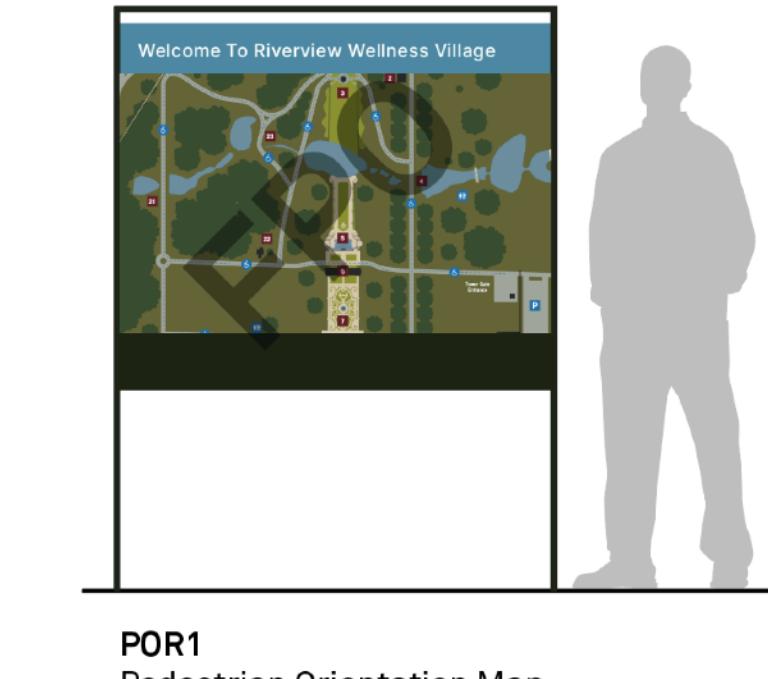
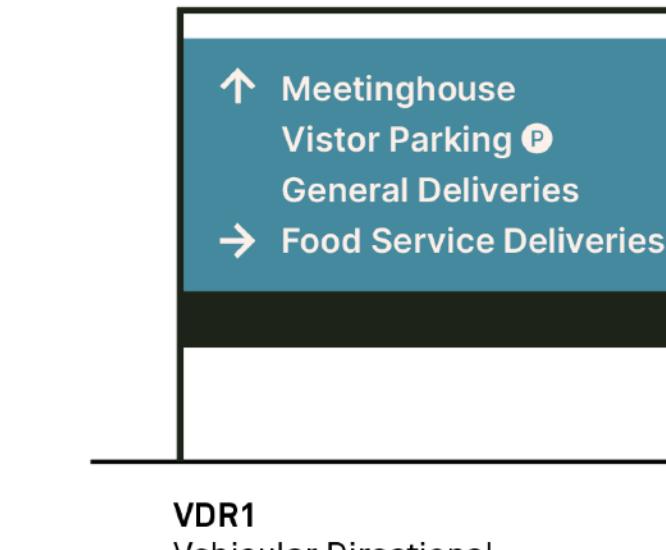
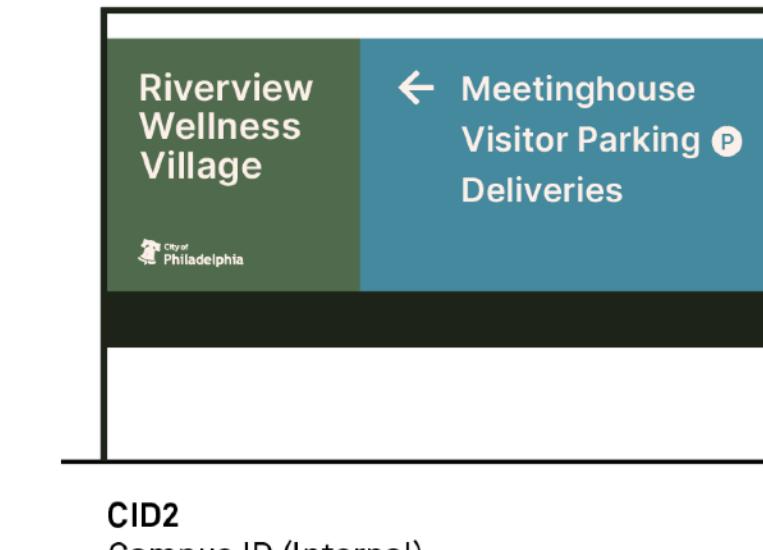
Who's our audience?

- Primary: Riverview Wellness Residents
- Secondary: Employees & Guests

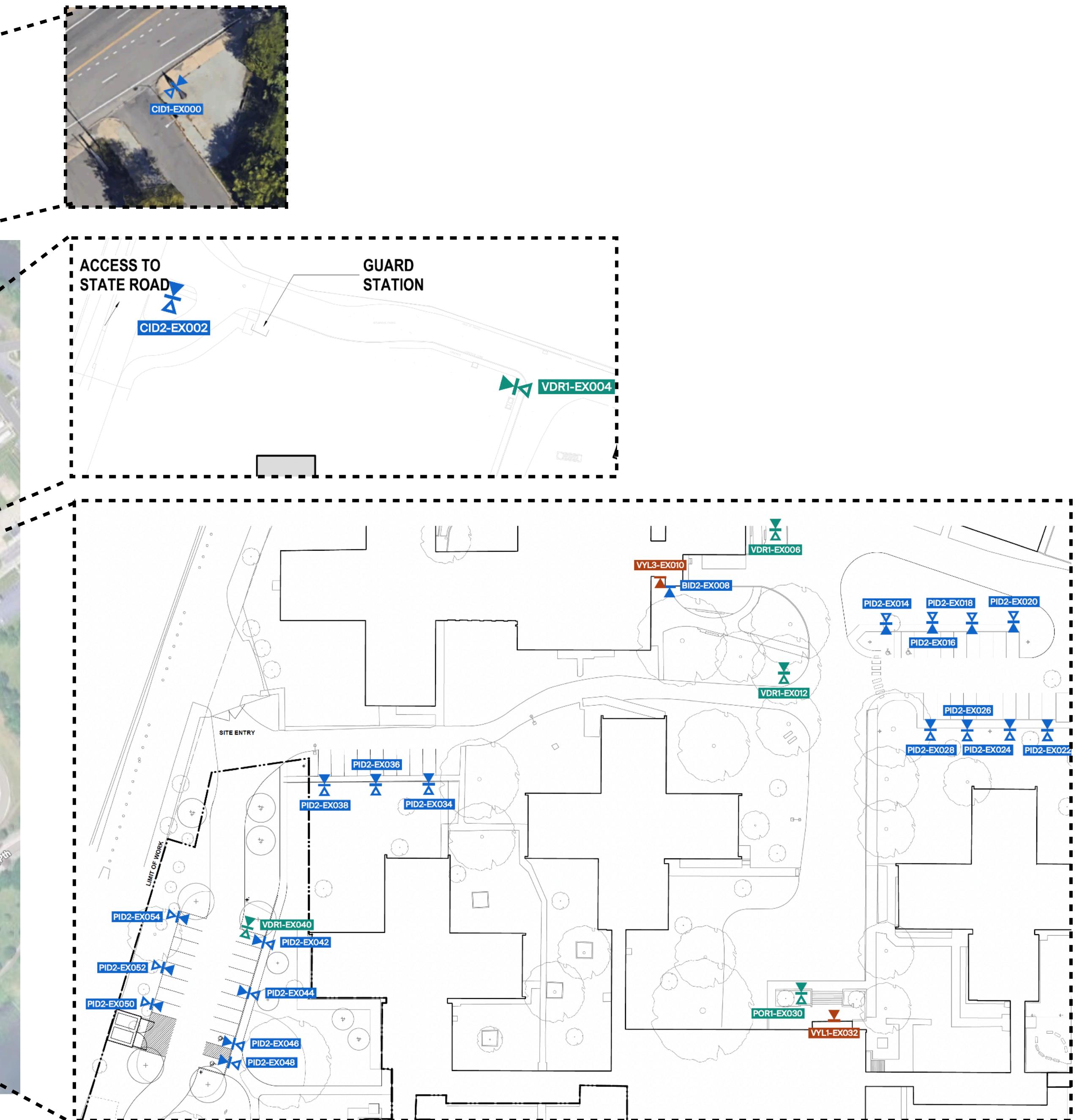
Design Aesthetic

- Design to align with architecture and independent of brand
- Warm / Harmonious / Functional / Natural / Modern

Exterior Sign Menu



Location Plans

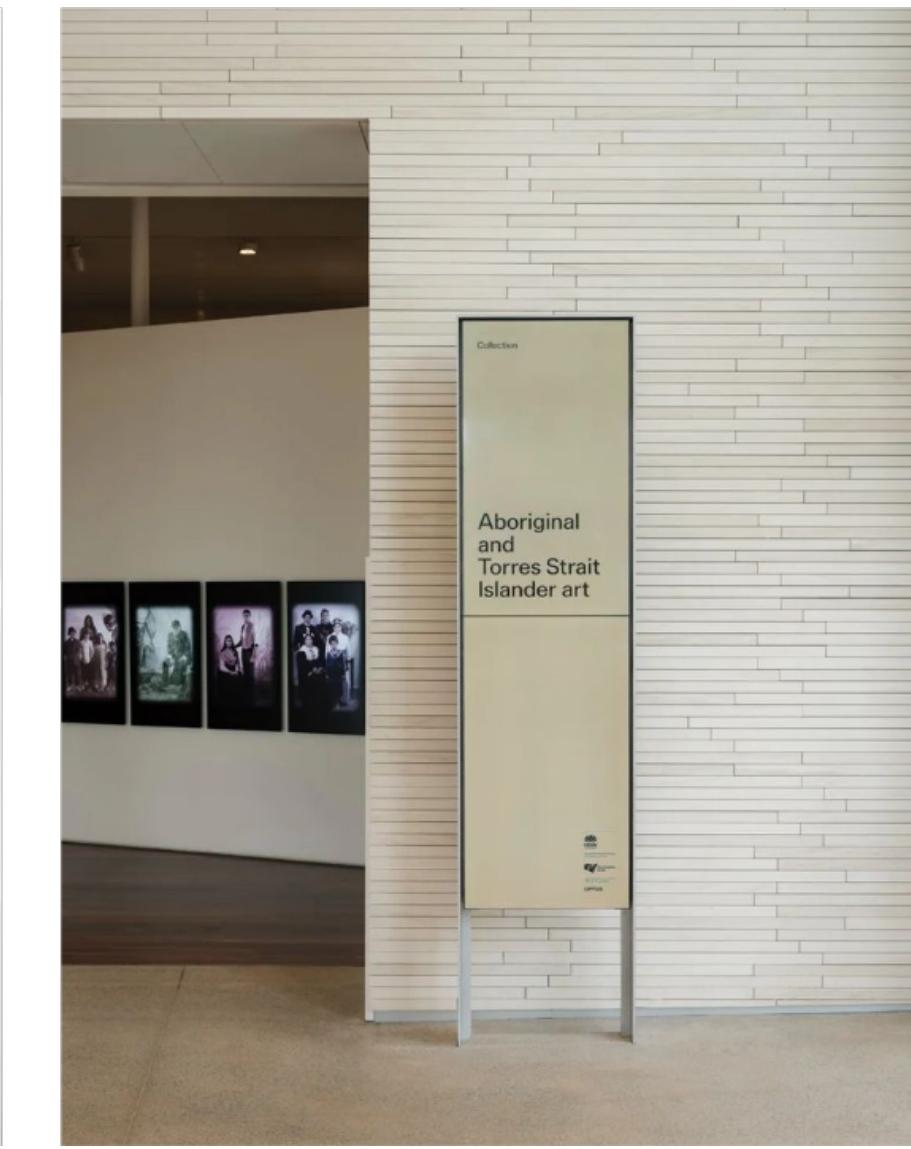


Sign Counts

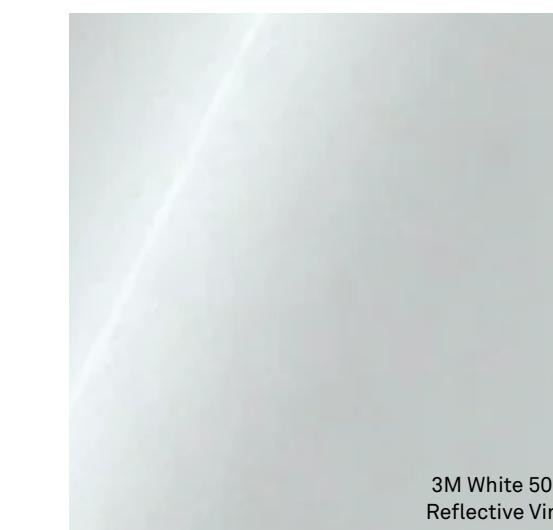
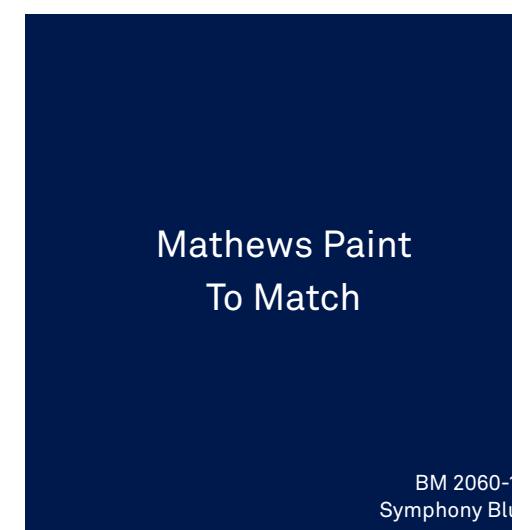
Sign Code	Sign Type	Details	Qty
PID2	Parking Spot ID, Post & Panel		18
BID2	Building ID, Large Plaque		1
DID1	Designated Smoking Area ID		5
CID1	Campus ID		1
CID2	Campus ID w/ Directional		1
VYL1	Entrance Vinyl with Address		1
VYL3	Entrance Vinyl, Just Regulatory Guidelines		1
VDR1	Vehicular Directional Pylon		4
POR1	Pedestrian Orientation Map, Post & Panel		1

Subtotal: 33

Design Inspiration



Color & Material Palette



Typography – Inter

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

Weight

Light
Regular
Medium
Semi Bold

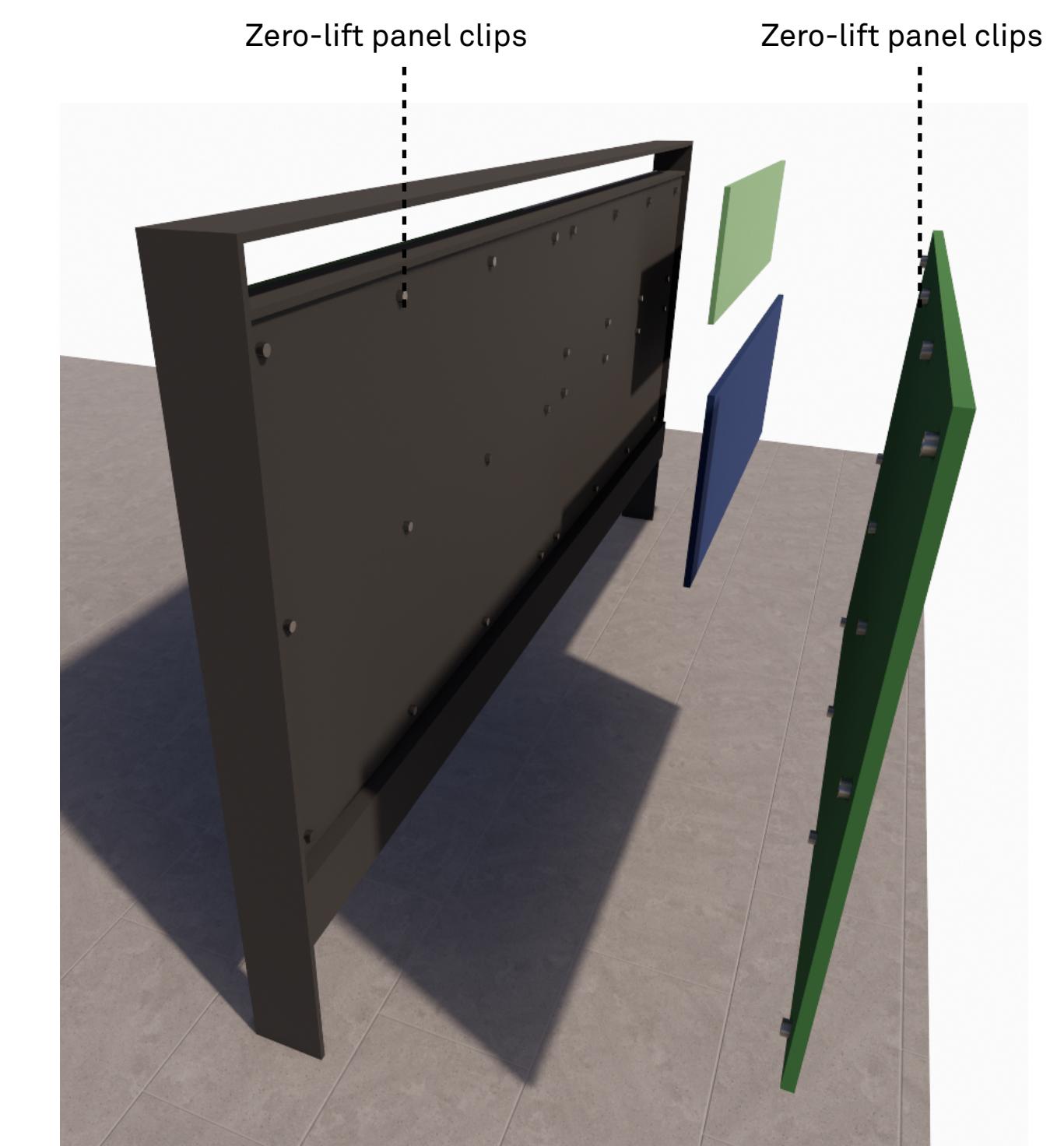
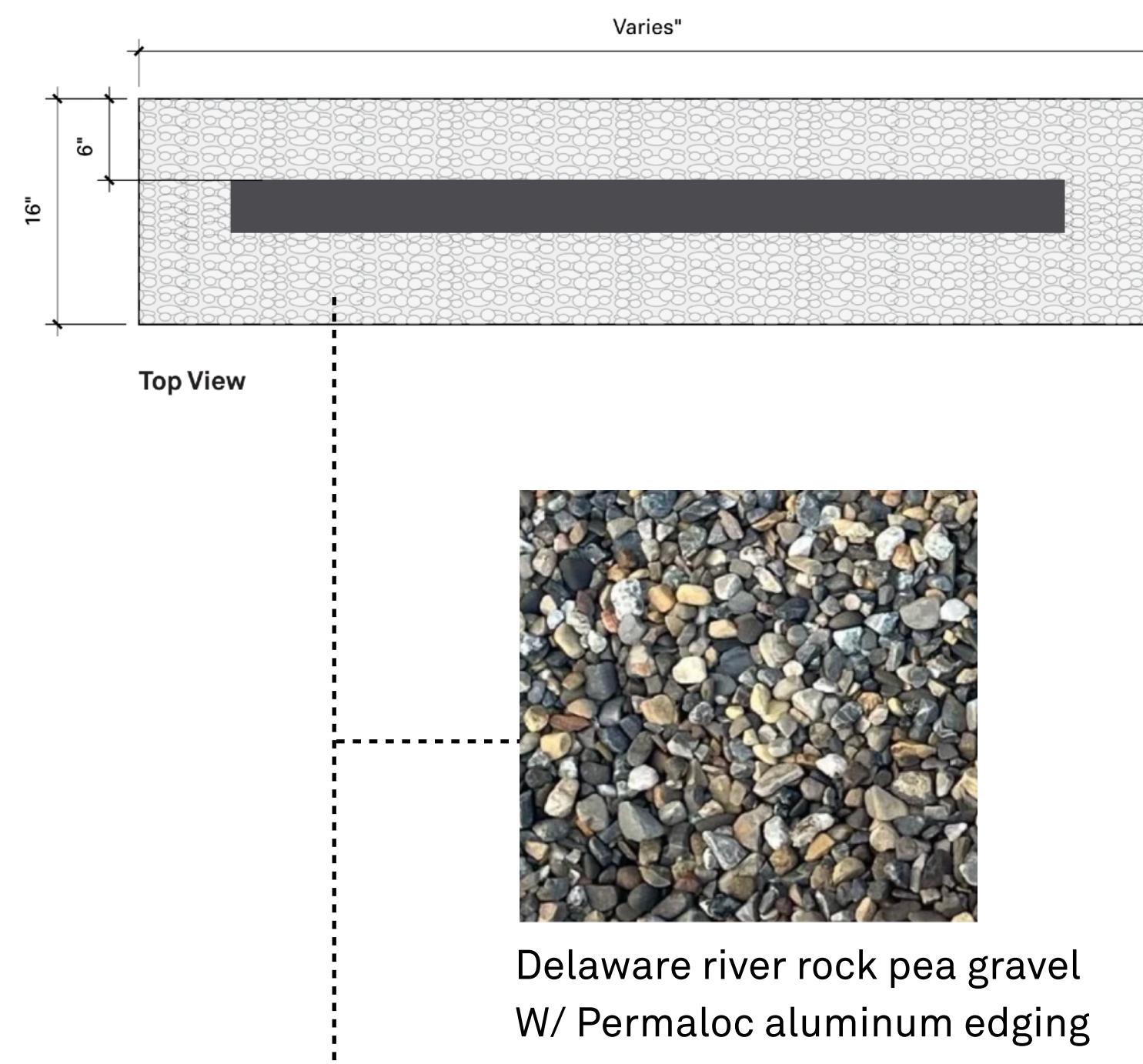
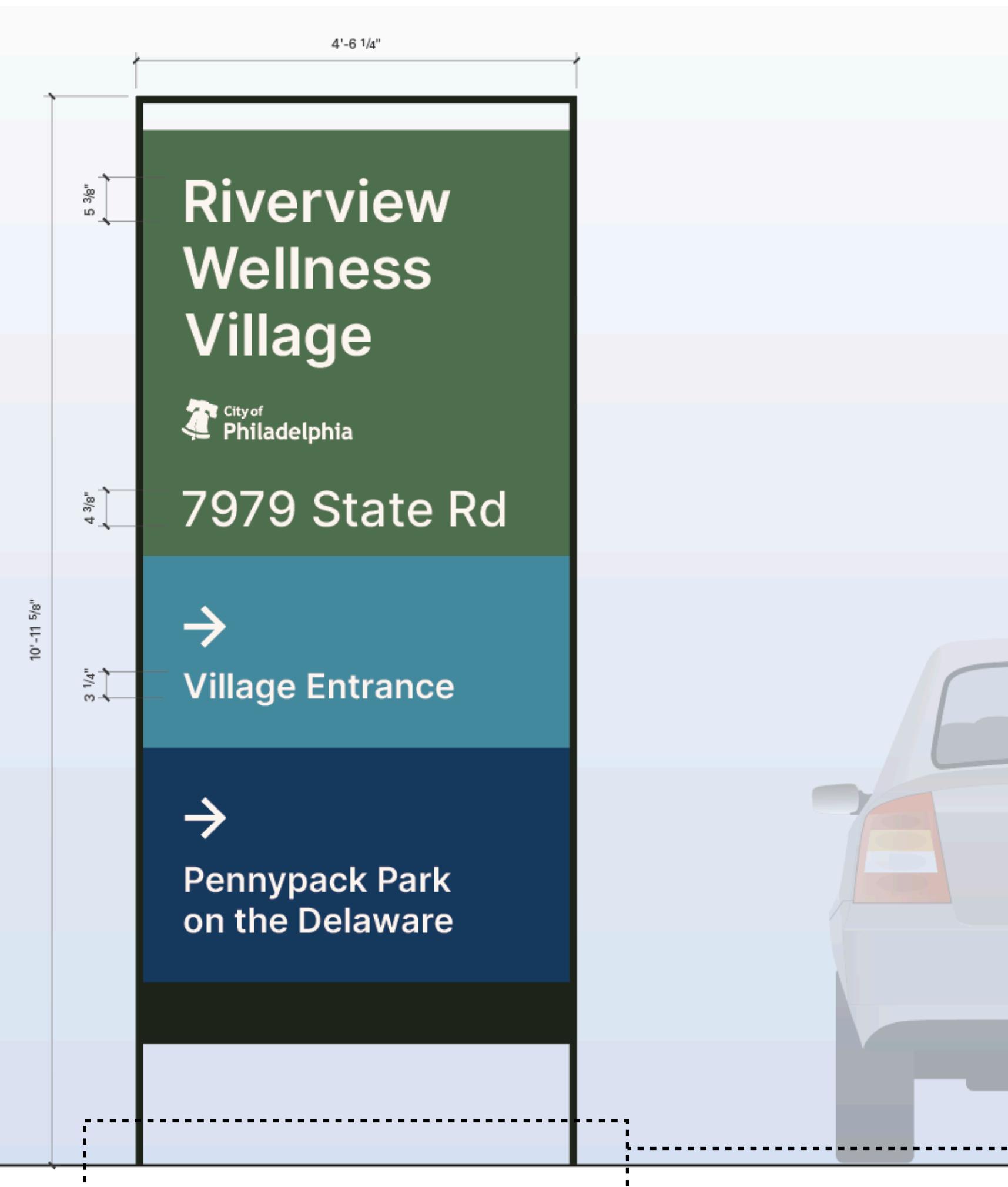
Site ID at State Road - Current Condition



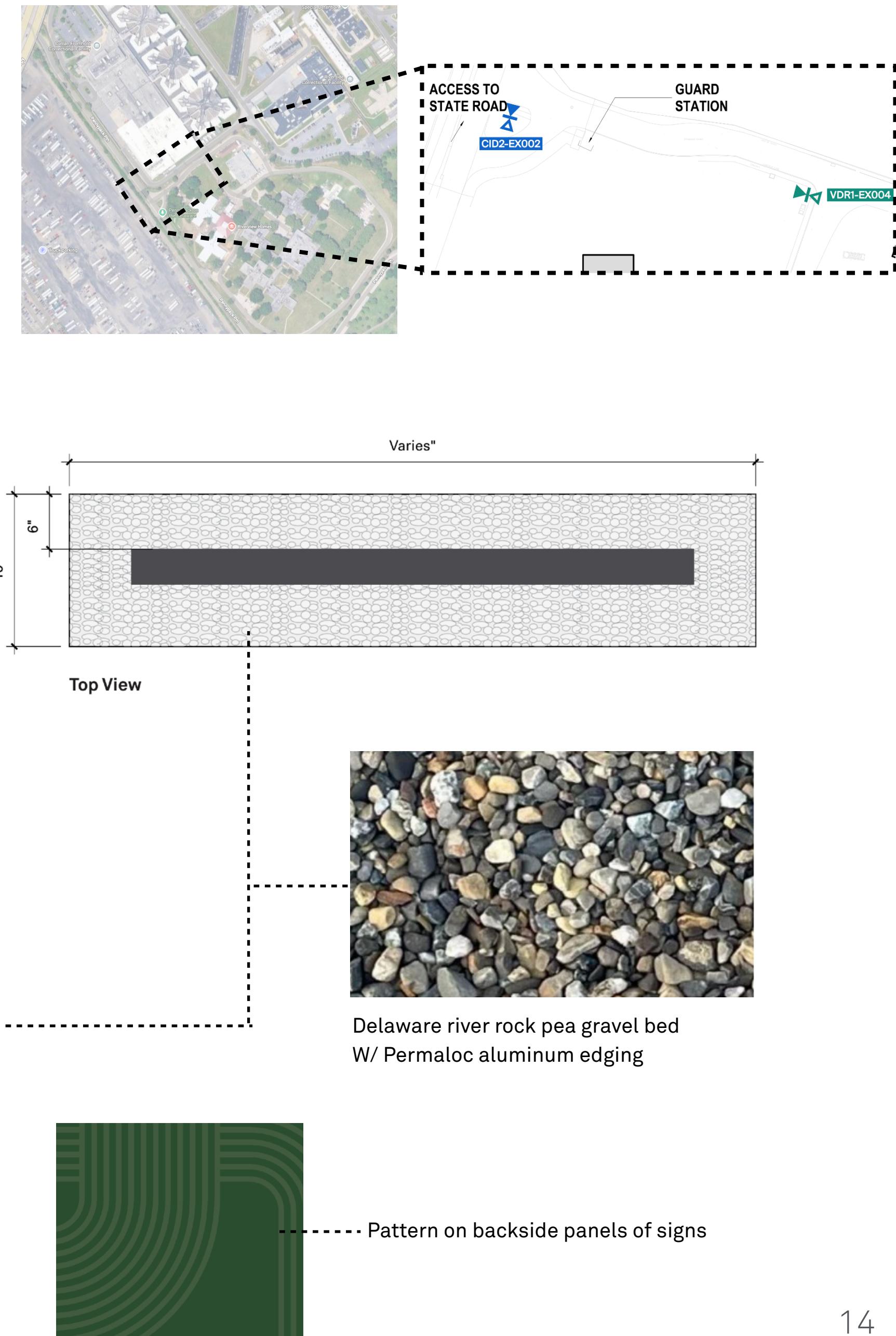
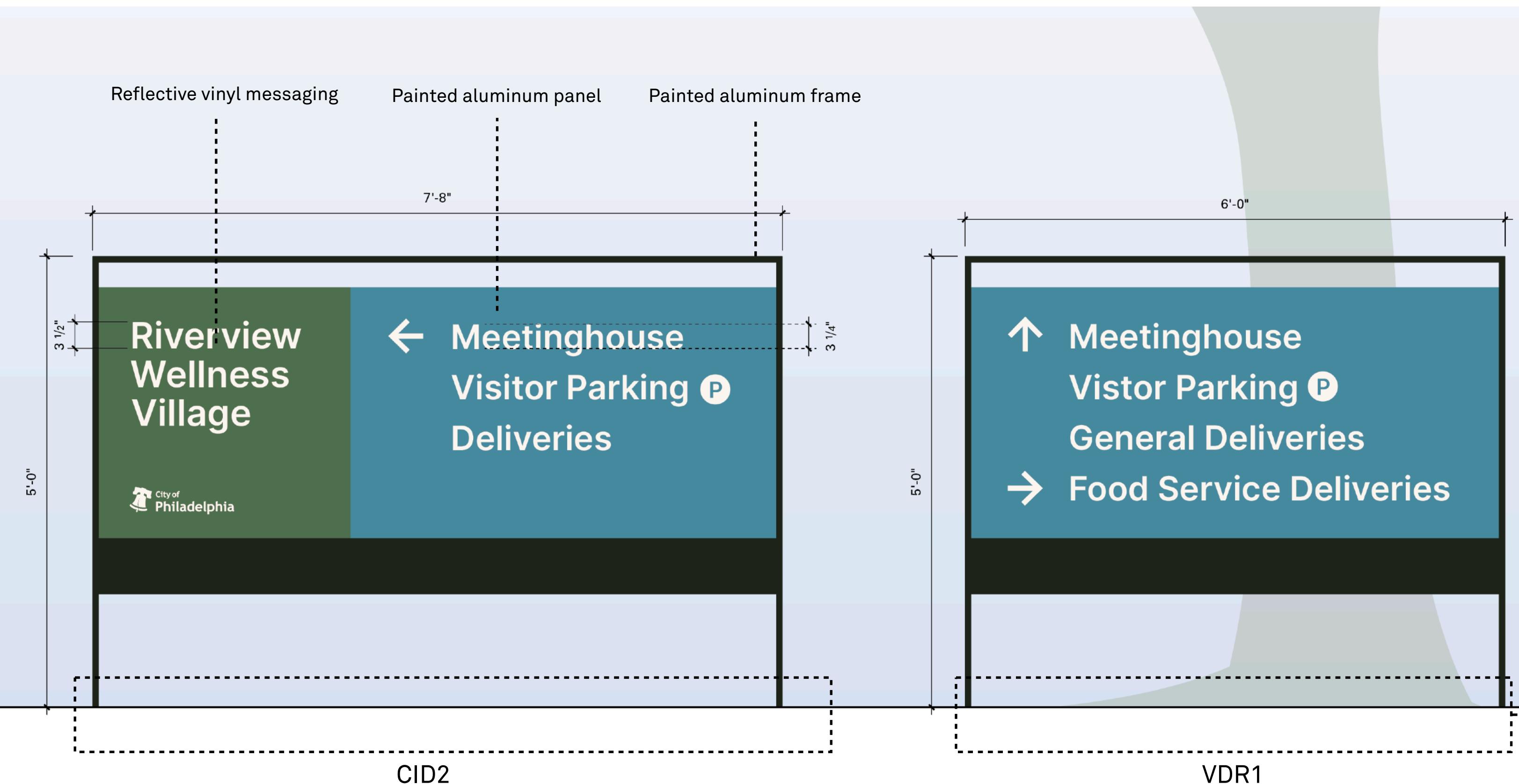
Site ID at State Road - CID1 - Location Option 2



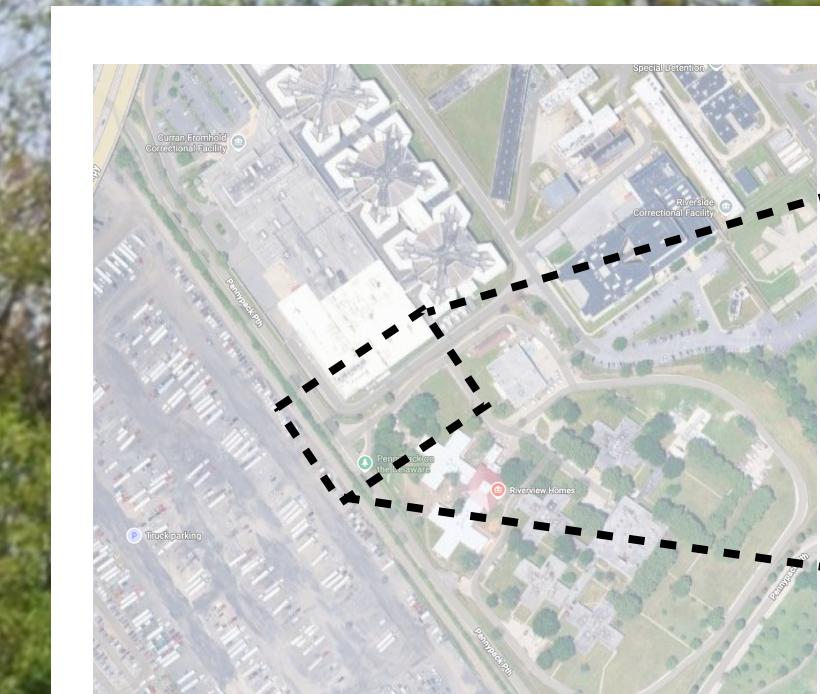
Site ID at State Road - CID1



Site ID Upon Entry - CID2 & VDR1



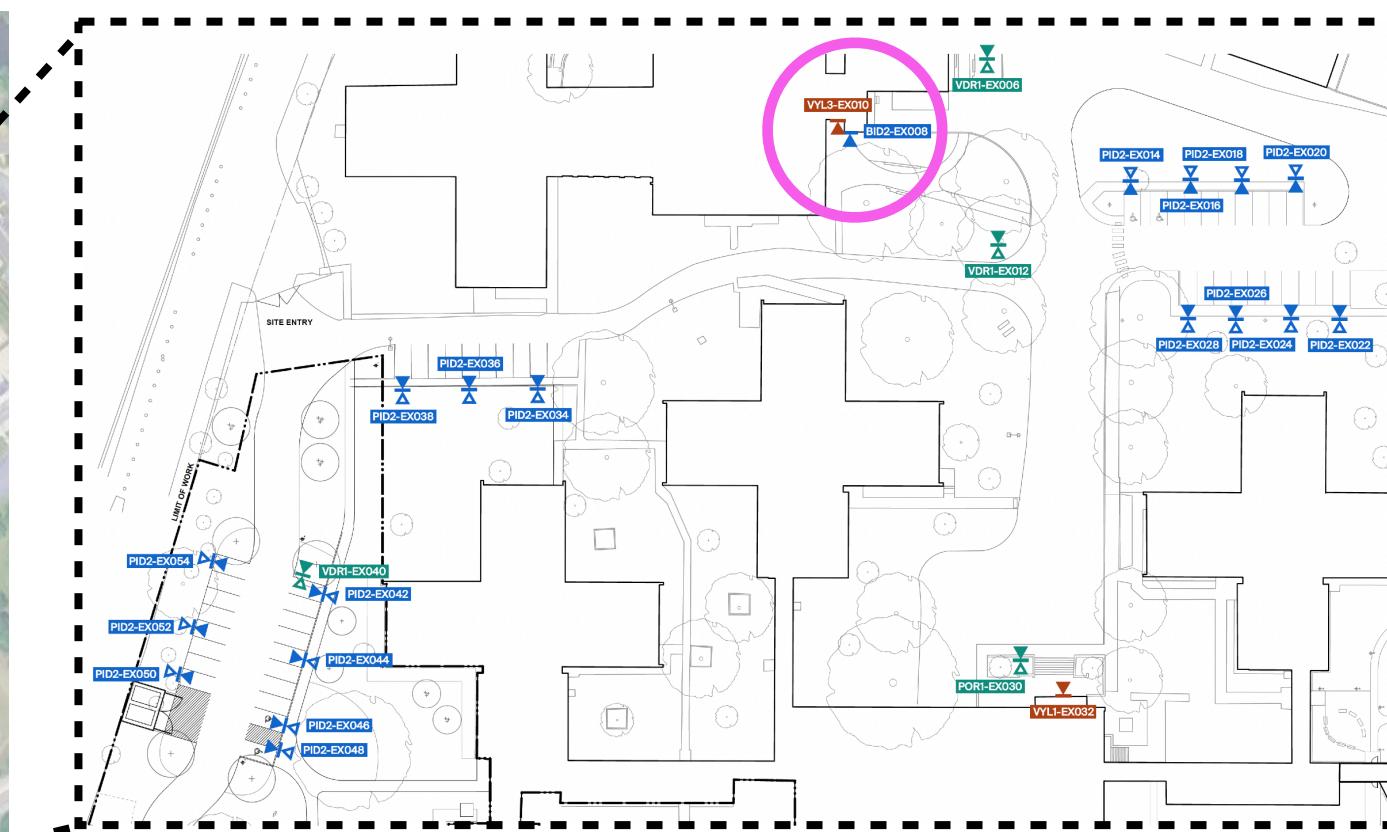
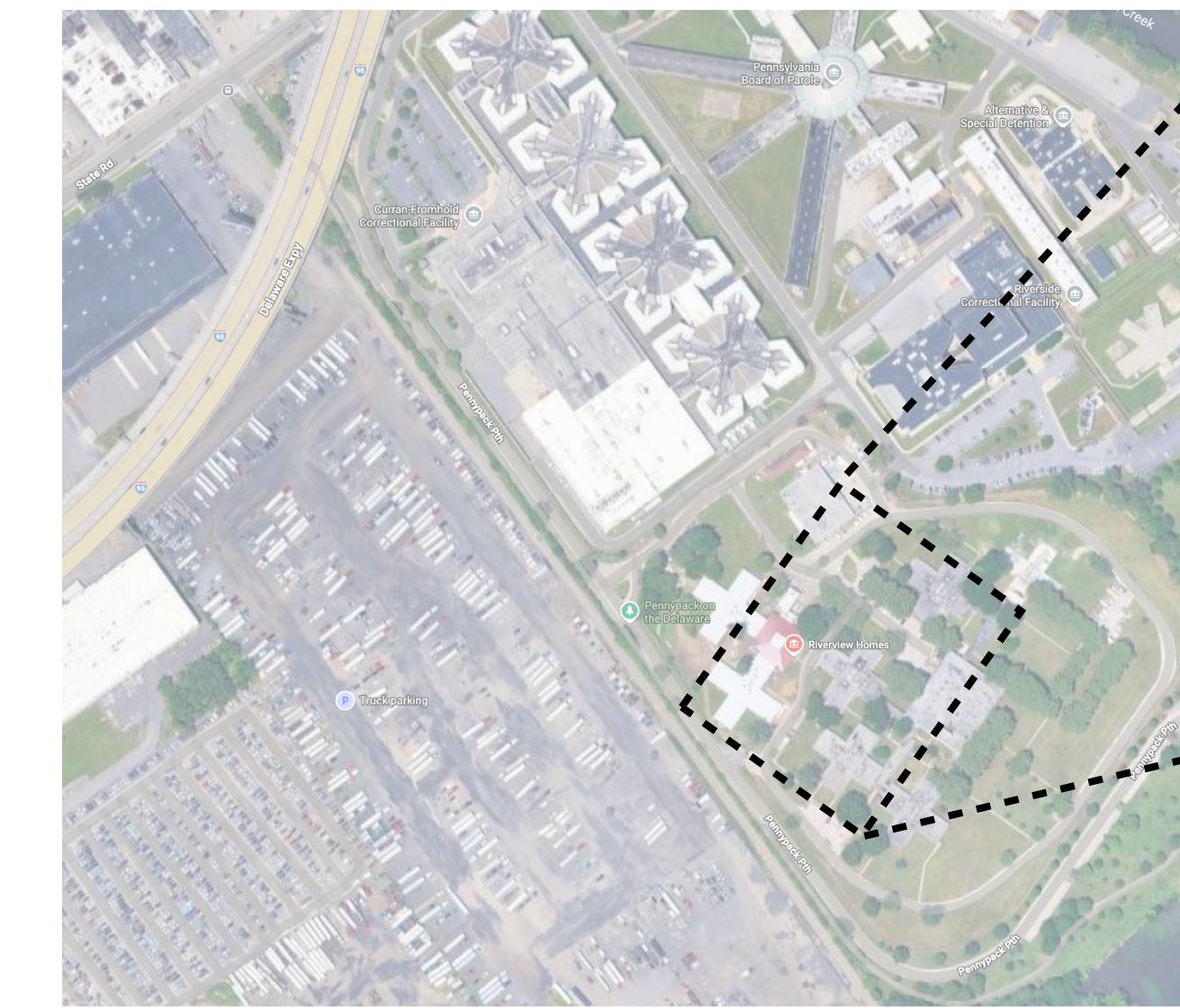
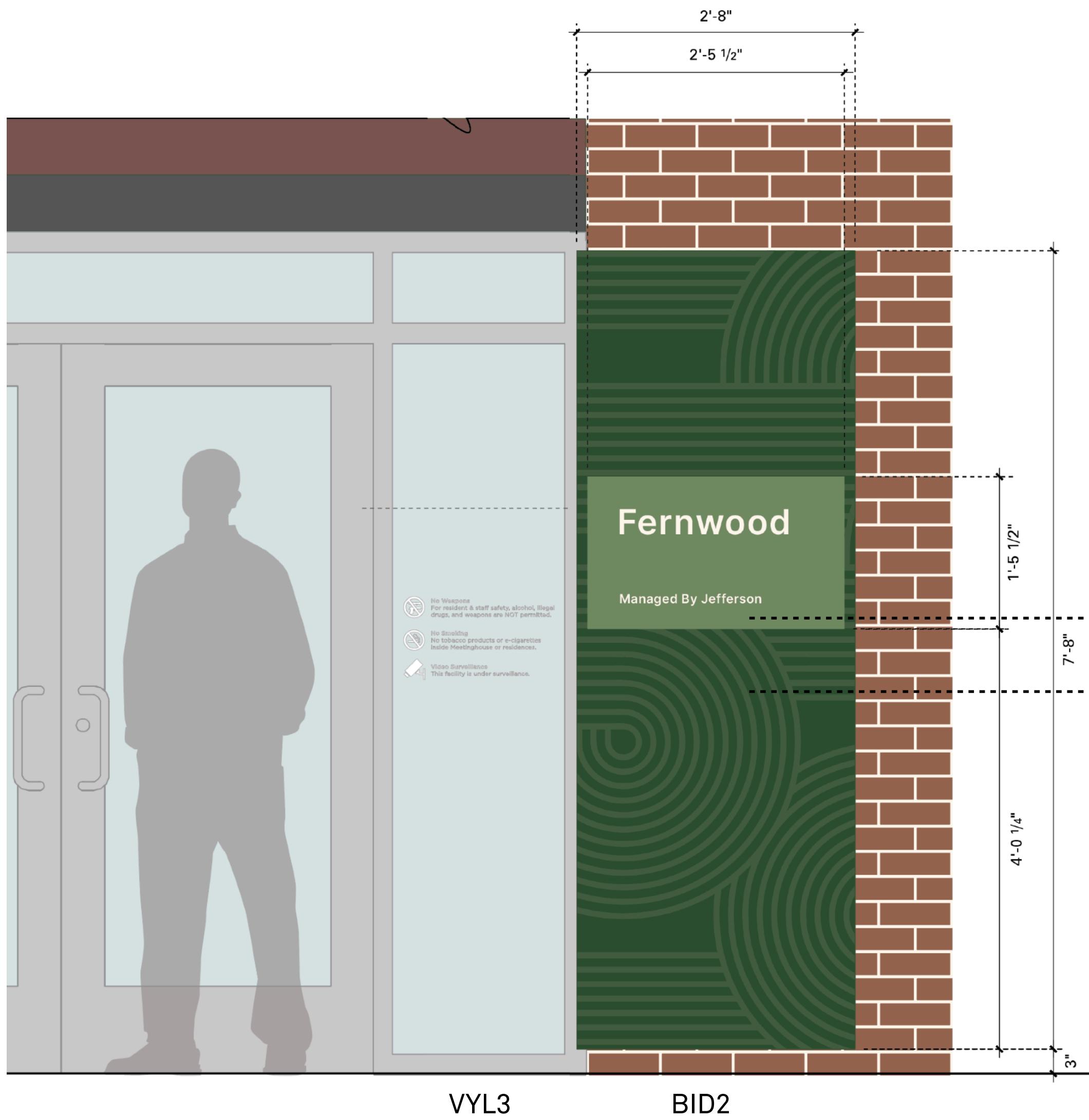
Site ID Upon Entry - CID2



Directional - VDR1

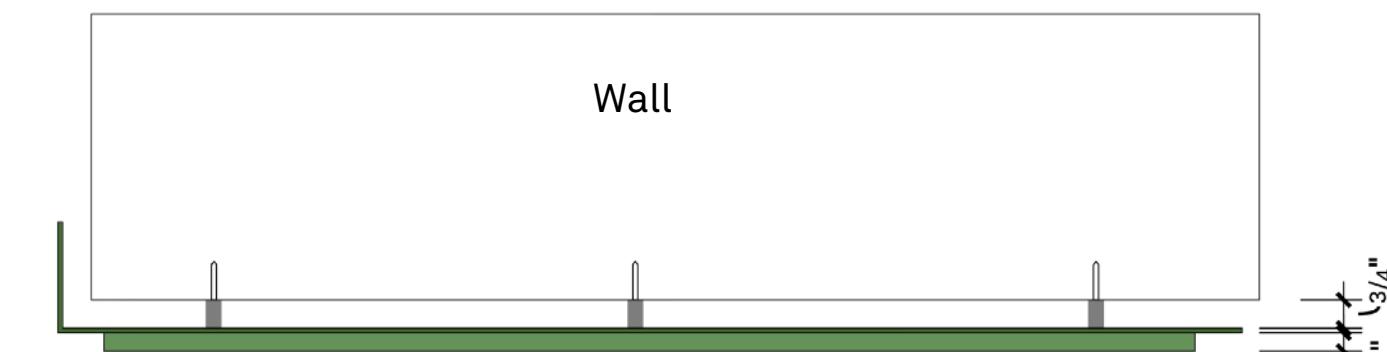


Fernwood Arrival - BID2 & VYL3



Painted aluminum panel with digital printed messaging

Painted aluminum panel with digitally printed graphic lines



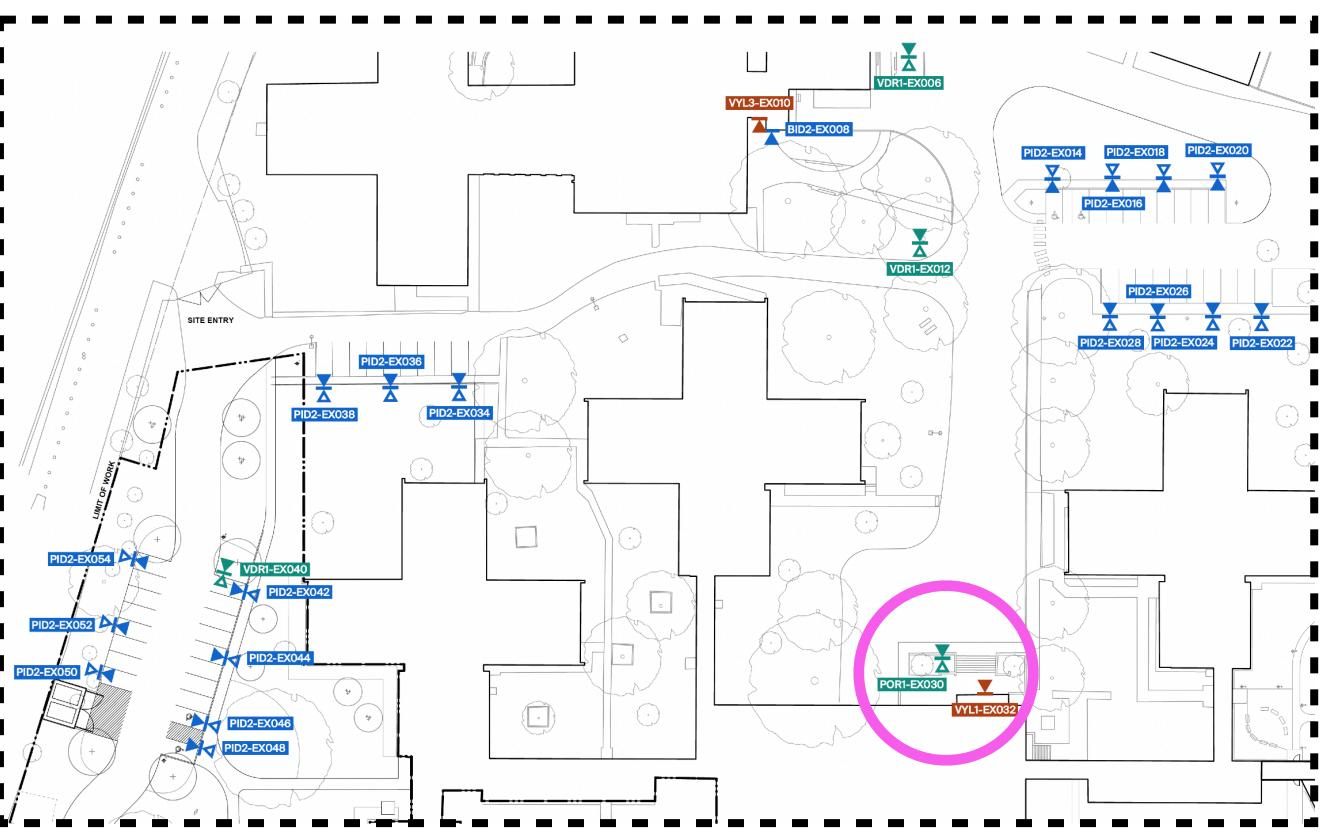
Fernwood Arrival - BID2 & VYL3



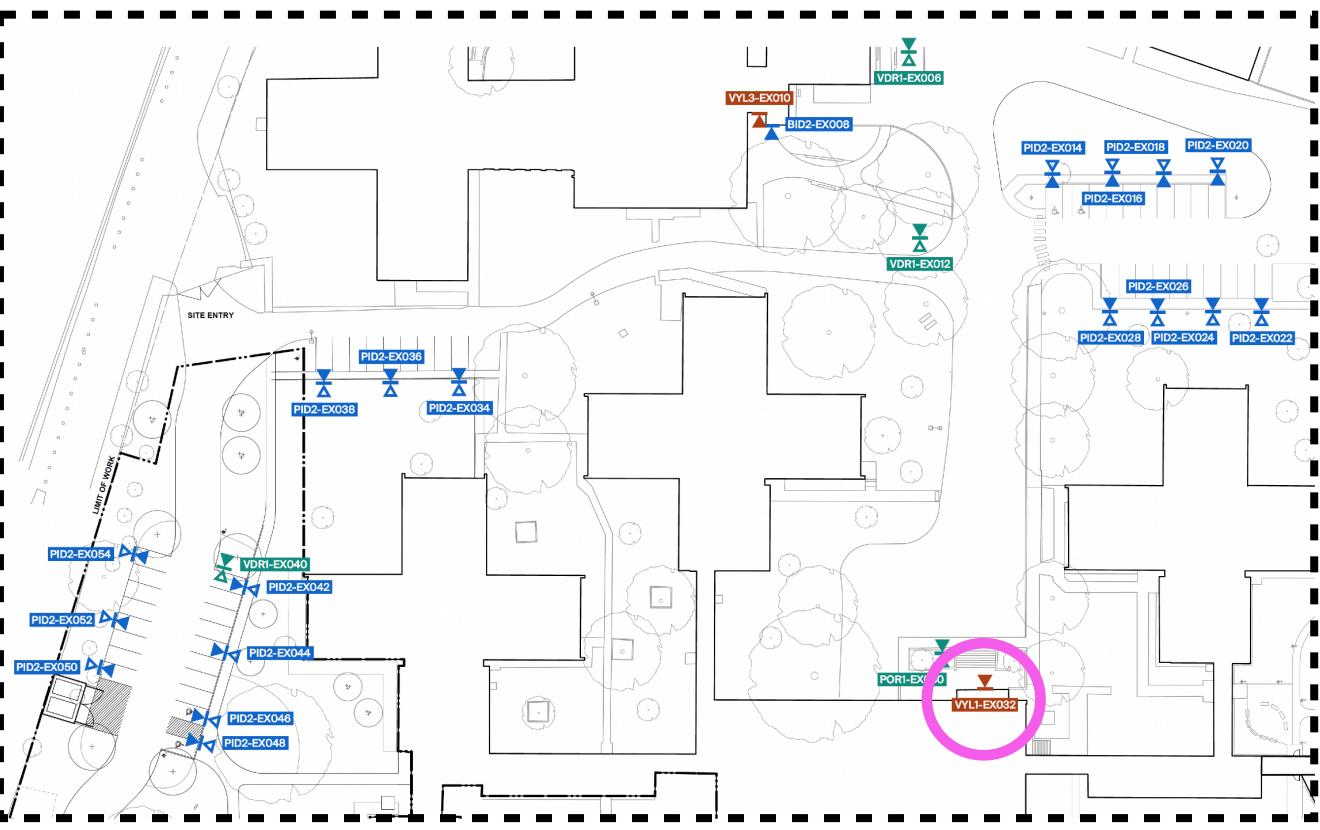
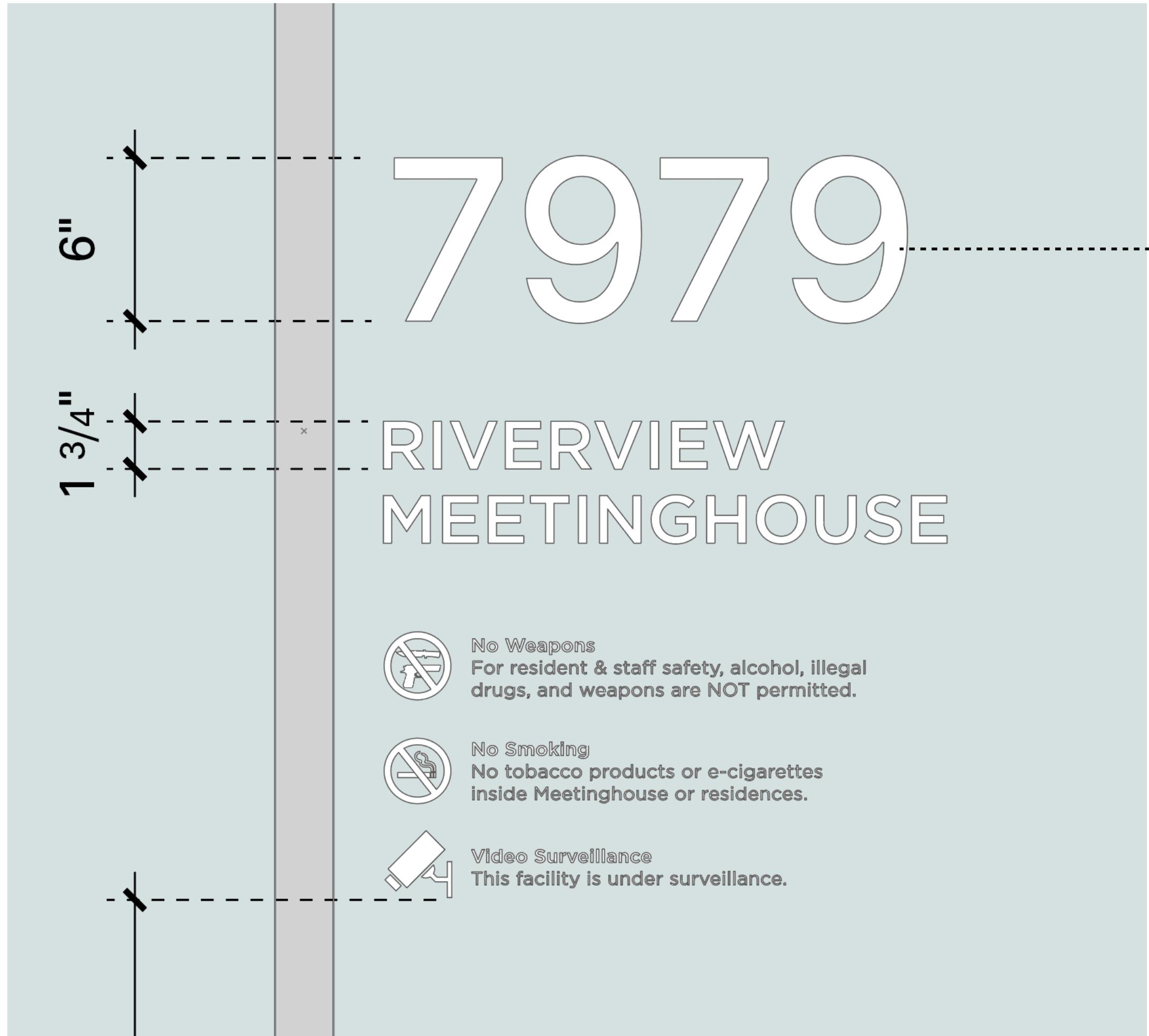
Meetinghouse Arrival - Site Context



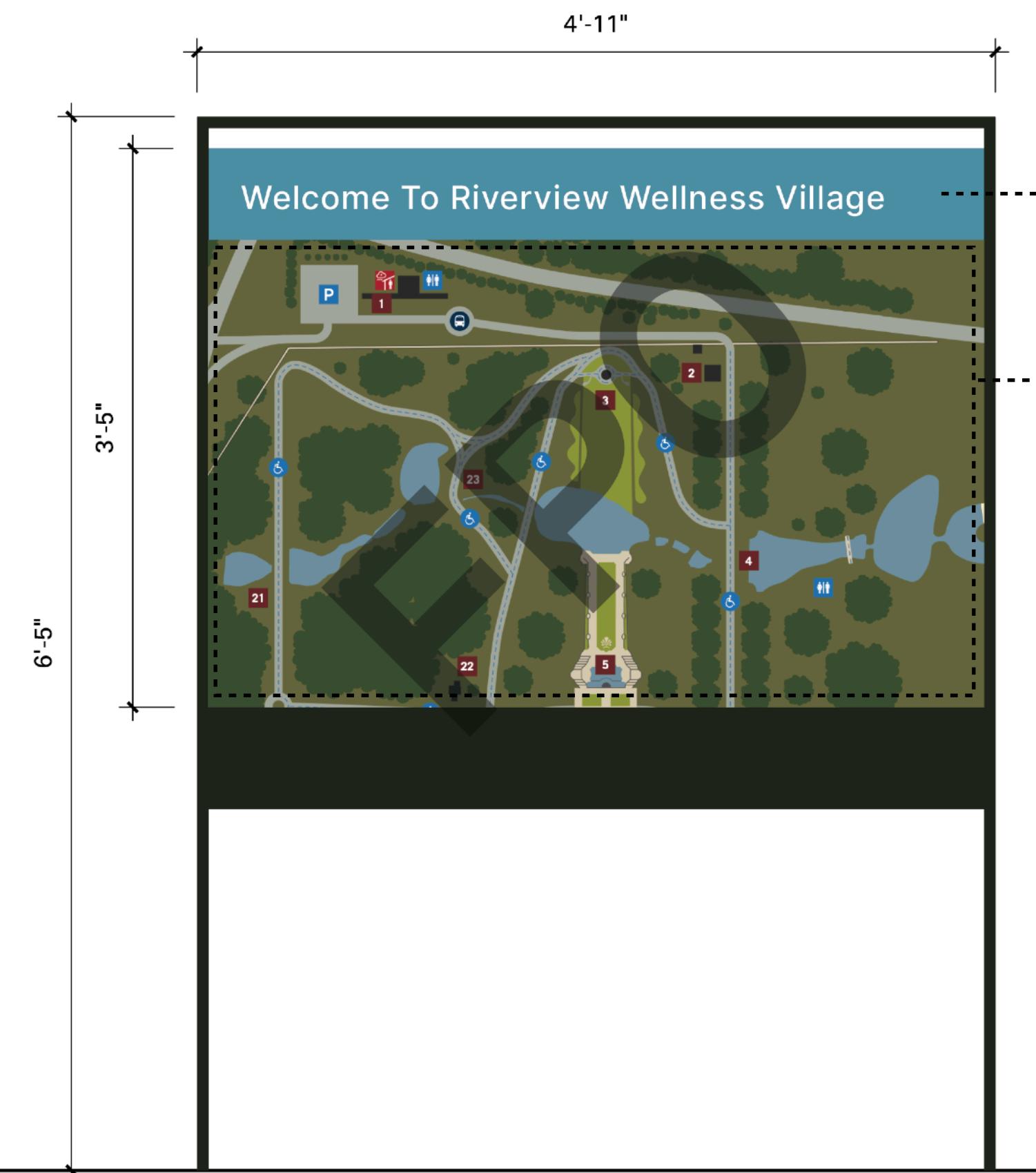
Site Context



Meetinghouse Arrival - VYL1



Meetinghouse Arrival - POR1

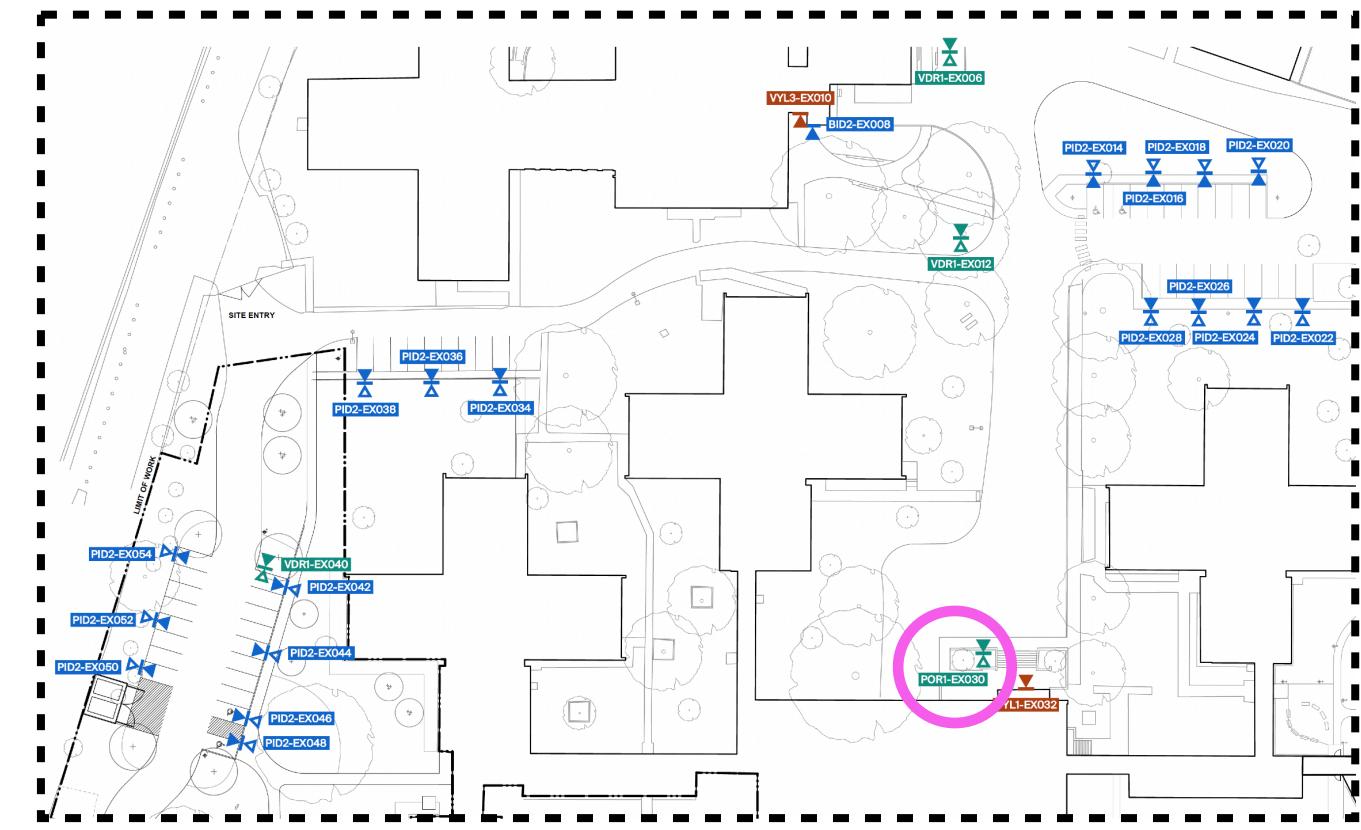


Painted panel with
vinyl messaging

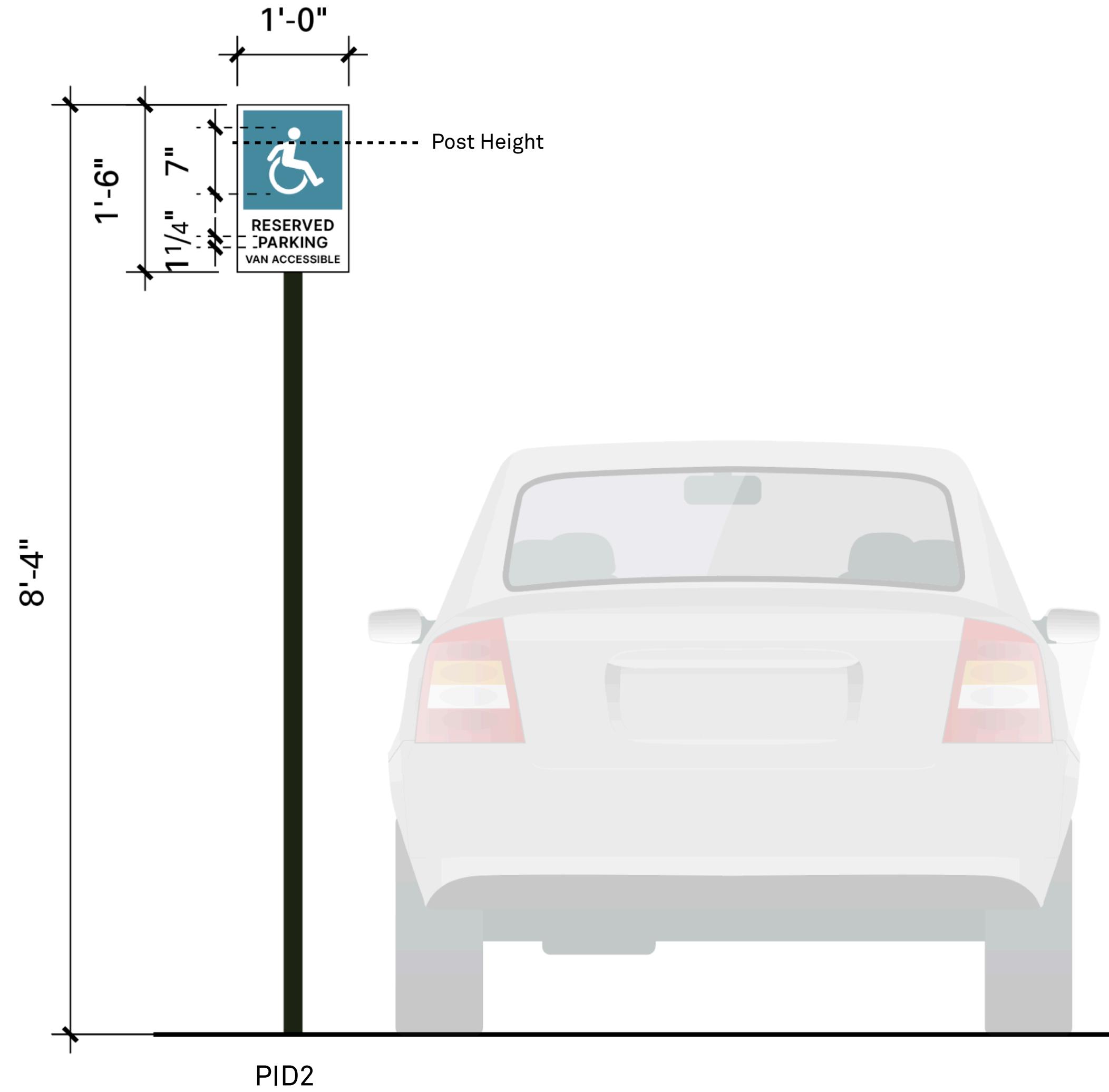
Digitally printed artwork



Pattern on backside panels of sign



Riverview Parking - PID2



DID1

