

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



Art Commission Signage Review Cover Letter

Date: 2/5/26

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

Sign Location (Address): 16th and Market Streets On Public Property? Yes No

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

Yes (specify): City Hall Area No Unsure

Total Number of Signs: 2 Type(s) of Signs (check all that apply below):

- Wall Projecting/Blade Marquee Awning or Canopy Building ID (above 2nd story)
 Window Other: Self Adhesive Vinyl

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	Self Adhesive Vinyl			White on Black Self Adhesive Vinyl	<input type="checkbox"/>
2	Self Adhesive Vinyl			White on Black Self Adhesive Vinyl	<input type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

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

In 2015, the glass headhouses located on the northeast and southeast corners of 16th and Market Street were identified by the Art Commission to remain free of any type of advertising. SEPTA is looking to identify revenue opportunities as part of our ongoing fiscal crisis and thought these locations could aid in creating additional revenue for the Authority. We would like to make these headhouses a permanent spot in our inventory for advertising. The duration of the advertisements would vary, depending on how long an advertisers contract is set for. The renderings we have attached are just a concept. When any advertising is sold, they will need to comply with our Advertising Standards. Intersection is responsible for cleaning/maintenance. Dimensions vary, please see PDF attachment.

Primary Contact for Art Commission

Communications:

Name: Elizabeth Bradford
 Company: SEPTA
 Address: 1234 Market St Philadelphia PA, 19107
 Email: [REDACTED]
 Phone: _____

Contact to Receive Art Commission

Decision (if different):

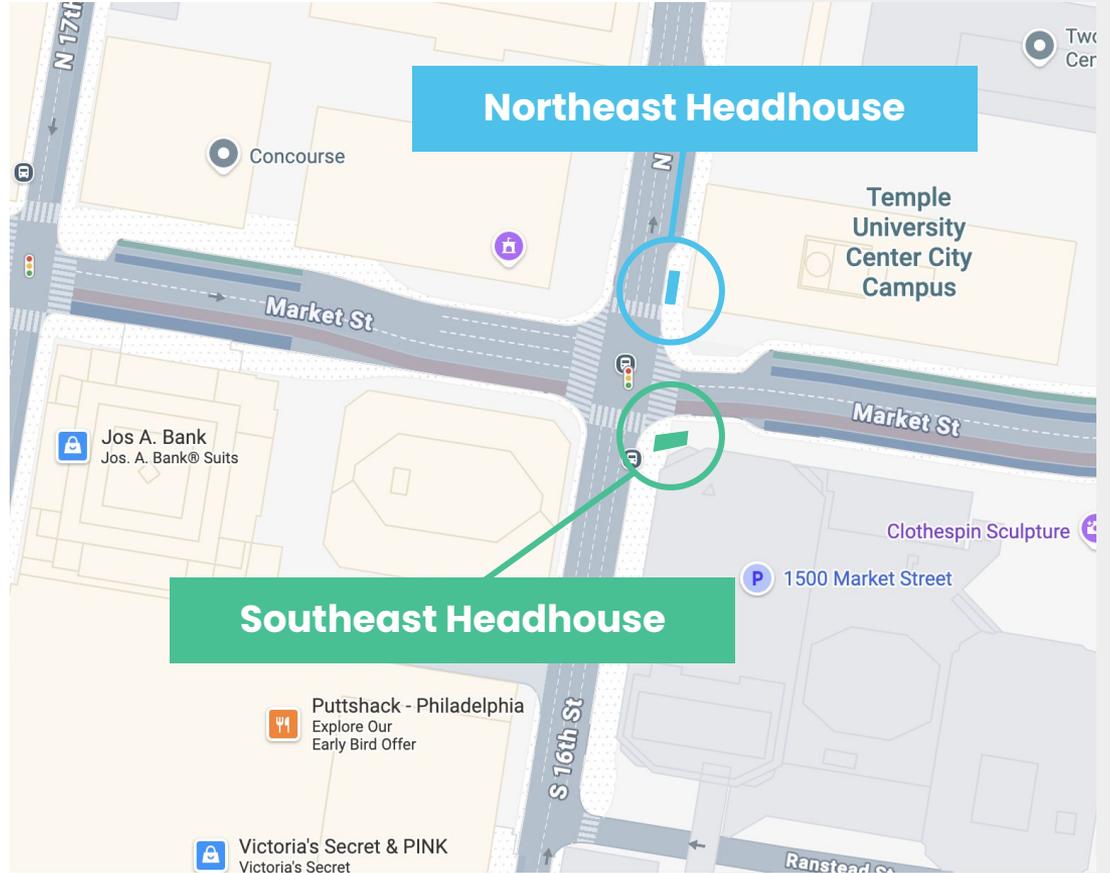
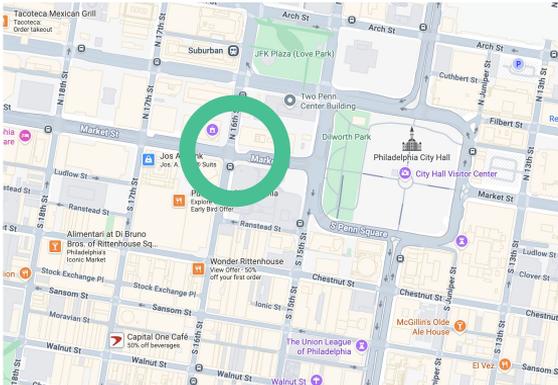
Name: _____
 Company: _____
 Address: _____
 Email: _____
 Phone: _____

Market Street Headhouse Renderings

 Intersection |  SEPTA

Headhouse Locations

16th & Market Streets

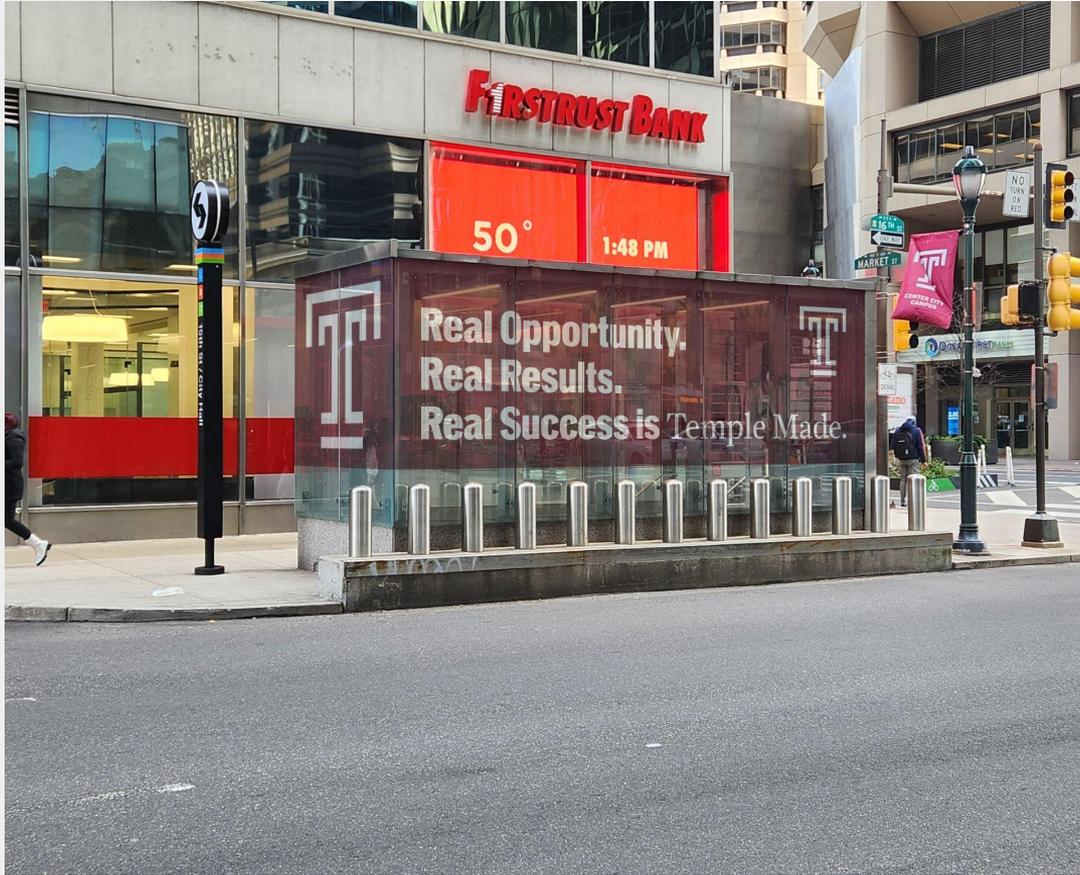




Northeast Corner Headhouse

Existing Conditions

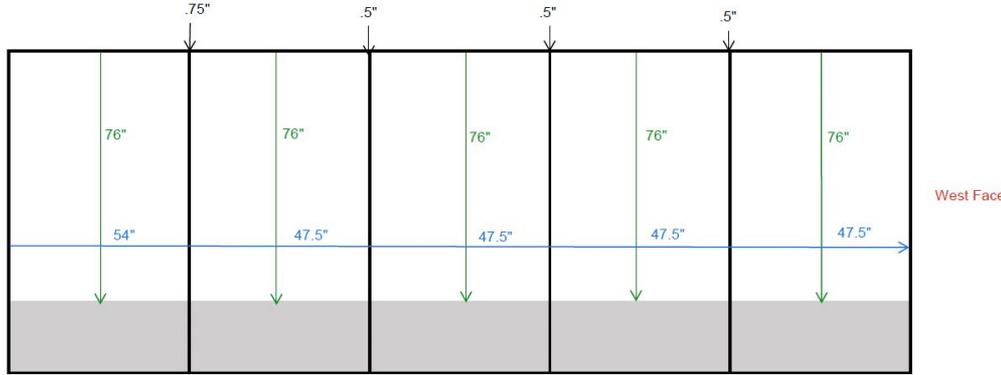




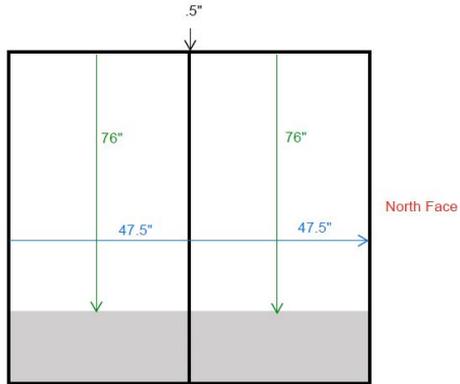
Northeast Corner Headhouse

Rendering

Back Panel

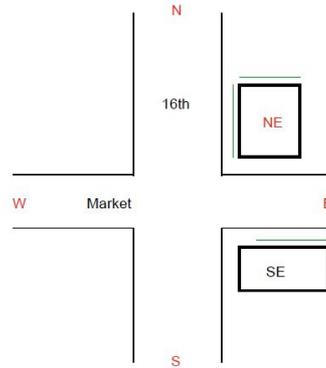


Side Panel



Northeast Corner Headhouse

Approximate Measurements



Southeast Corner Headhouse

Existing Conditions





Southeast Corner Headhouse

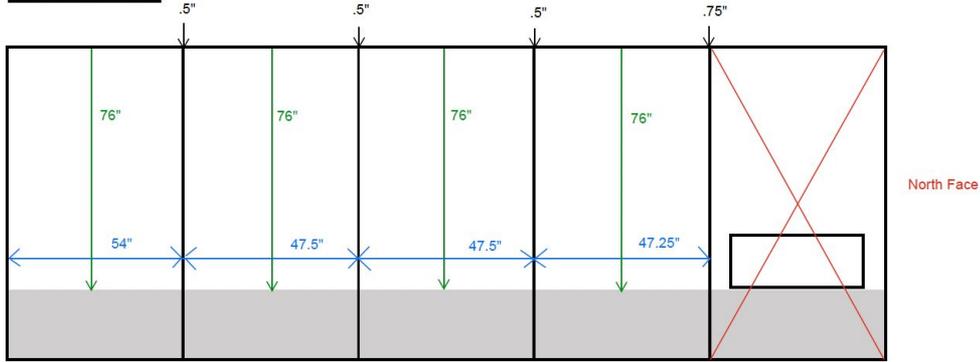
Rendering



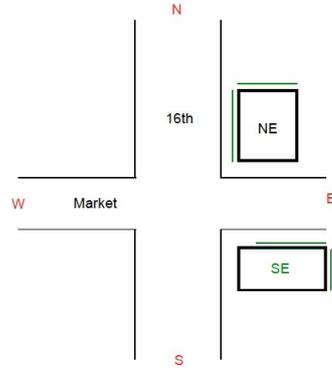
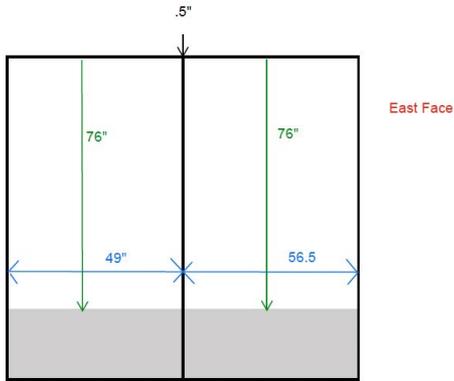
Southeast Corner Headhouse

Rendering

Back Panel



Side Panel



Southeast Corner Headhouse

Approximate Measurements



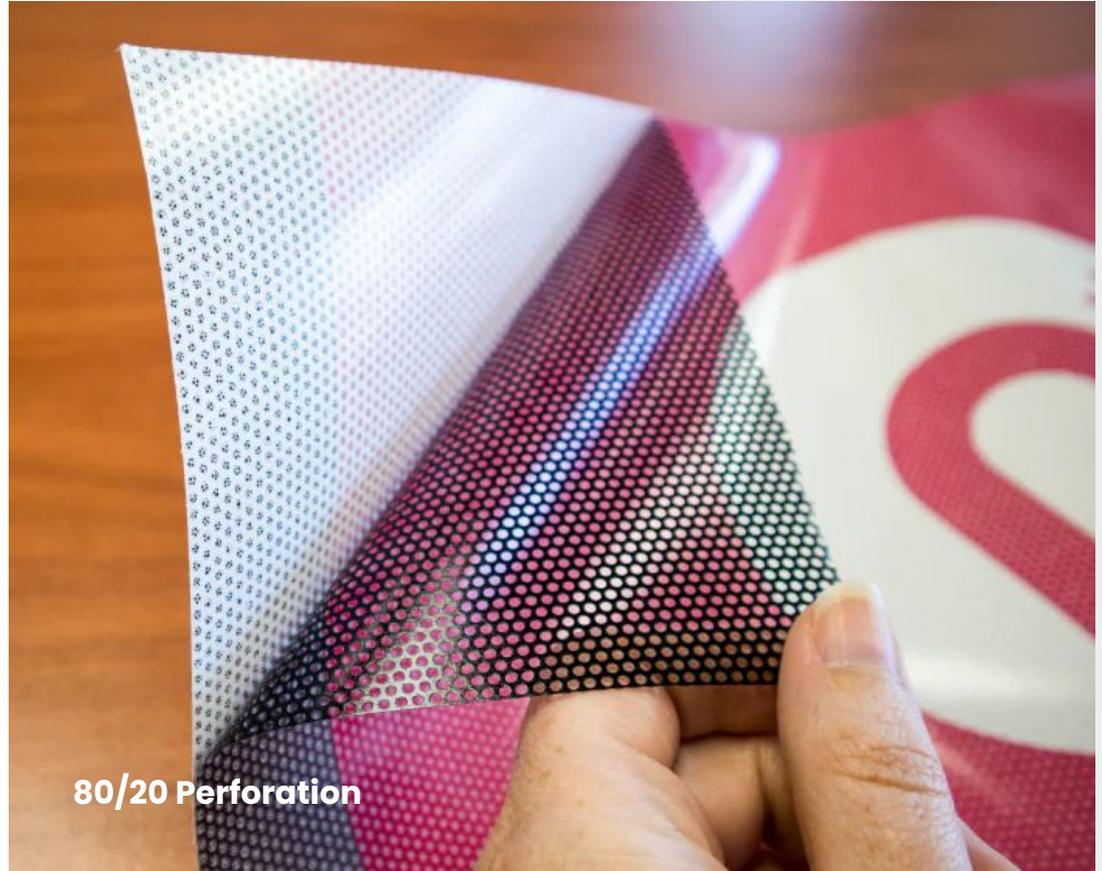
Nighttime Visibility & Illumination Details

- Advertisement has no illumination
- Headhouses are illuminated from inside the structure



Print Materials & Adhesive Details

- Install Process: Directly applied to the outside surface of the glass panel
- Material: Performance™ White on Black
 - Warm White on Black laminated polymeric calendared pvc
- Adhesive: Transparent solvent polyacrylate
- Removability: Minimum 12 months clean removability without adhesive residue at 73°F to 77°F (23°C to 25°C) and RH of 50-60%



Contact Us

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THE PHILADELPHIA ART COMMISSION

BLTA RECEIVED

31 July 2015

DATE AUG 05 2015

The Philadelphia Art Commission
Established 1911

Sherman Aronson
BLT Architects
1216 Arch Street - suite 800
Philadelphia, PA 19107

Emanuel Kelly, FAIA
Chair

Re: **70-15**
Renovations and ADA Improvements
City Hall / 15th Street Stations

Jose Almiñana

Moe A. Brooker

Bridget Collins-Greenwald

Dear Mr. Aronson:

Karen B. Davis

Cecelia Fitzgibbon

Matthew Perks

Robert Roesch

Patricia Alexander Sanford

At their meeting which took place on Wednesday, July 1, 2015 the members of the Philadelphia Art Commission endorsed the recommendation of their Art & Architecture Committee to approve the proposed improvements to the 15th Street Station of the Market/Frankford Line, including two new elevators with street level glass enclosures and new glass enclosures for two existing street level stair headhouses, as presented with the condition that the glass enclosures will remain free of any type of advertising in perpetuity.

It was also agreed that a working session will be convened before the next Commission meeting to discuss options to remove existing advertising from other headhouse structures.

William J. Burke, Jr.
Director

Sincerely,

William J. Burke, Jr.

1515 Arch Street
13th Floor
Philadelphia, PA 19102
215 ■ 683 ■ 2095
ARTCOMMISSION@PHILA.GOV

contrAvision® Technical Data Sheet

Product Name: Performance™ White on Black	Page: 1/2
Product Reference: WBPRG20C	Revision: 3 (CVNA)
	Date: 21 October 2020
	Author: NR

Description

Performance™ WBPRG20C is a White on Black perforated self adhesive vinyl with 20% transparency; and a removable, pressure-sensitive adhesive, featuring a Replacement Liner with Grayliner™ technology. This film allows an image to be seen on the outside of a window while allowing viewing through from the inside. This promotional film features an unperforated paper liner and is intended for solvent, 'eco-solvent' and latex inkjet printing, and screenprinting.

Typical Properties	
PROPERTY	VALUE
Face film	Warm White on Black laminated polymeric calendered pvc
Film thickness	7.1 mils ± 0.4 mils (180µm ± 10 µm)
Hole pattern	20% transparency; 0.06" (1.50mm) diameter holes
Adhesive	Transparent solvent polyacrylate 0.83 oz/yard ² ±0.09 oz/yard ² (28g/m ² ±3g/m ²)
Liner	Unperforated Replacement Liner. White paper: grey, PE and silicone coated on top side, backprinted with Contra Vision® Performance™ branding and PE coated on the back side.
Liner weight	6.75 oz/yard ² ±0.42 oz/yard ² (160g/m ² ±10g/m ²)
Application temperature	Minimum: 39°F (4°C) air and substrate
Peel adhesion 24 hours	14.4 oz/in(4N/25mm) Printed film on glass, typical value
Peel adhesion 1 month	18 oz/in (5N/25mm). Printed film on glass, typical value
Removability	Minimum 12 months clean removability without adhesive residue at 73°F to 77°F (23°C to 25°C)and RH of 50-60%
Durability	3 years Durability stated is for unprinted and untreated material correctly applied to an inert, vertical substrate subject to Mid-European weathering conditions. Some printing inks and drying or curing regimes may reduce the expected lifetime of the printed graphic. Please consult your ink manufacturer for guidance. Incorrect application methods, inadequate window cleaning and preparation and incompatible window treatments may reduce the expected lifetime of the applied material whether printed or unprinted, overlaminated or unlaminated. Mechanically sustained damage, chemical damage and UV-degradation to printed, unprinted, laminated or unlaminated material may also reduce expected durability. Typical application life is eighteen months. All perforated window films are especially vulnerable to damage along the edges and corners, which may lead to premature failure.
Shrinkage	x direction ≤0.6%, y direction ≤0.6% FTM14
Service temp	-13°F to 149°F (-25°C to 65°C)
Shelf life	3 years Under ordinary condition at temperature of 72°F (22°C) and relative humidity of 50-55%
Other info	

Product Name: Performance™ White on Black	Page: 2/2
Product Reference: WBPRG20C	Revision: 3 (CVNA)
	Date: 21 October 2020
	Author: NR

Regulations

Some countries and regions have laws or regulations requiring minimum light passage that may limit or preclude the use of this product on vehicle windows. The user is responsible for determining and complying with all applicable standards.

Substrate Recommendations

This product is not recommended for use on glass with coatings such as anti-reflective, self-cleaning and scratch-resistance, which may be damaged during film removal.

Application Recommendations

Apply the film using a dry application method. Surfaces to which the material will be applied must be thoroughly cleaned from dust, grease or any contamination. Final clean with soap and water. Rinse and dry glass after cleaning.

Not to be applied to fresh paint or ink, polycarbonate, rubber, plastic moldings and certain PVCs. In case of doubt, please test prior to final application.

This product is not recommended for use around a sharp angle where there is a limited area either side of the angle.

The film must not touch the rubber window molding. If two graphic panels meet side by side on a window, carefully trim the film so that the panels meet and form a butt seam. Do not overlap the panels.

Observe the minimum application temperature, and the graphics should not be washed within 24 hours of application.

Printing Recommendations

Replacement Liner construction is not recommended for use with UV curing inkjet printers. Depending on the brand of ink and density of the print, "bridging" can occur over the perforated holes after removal of the Replacement Liner, in relatively dark areas of a design. This is eliminated with Universal Liner. We therefore recommend Universal Liner for UV inkjet printing.

After printing the ink must be thoroughly dry, including in the perforated holes in order to avoid any contamination, particularly during lamination.

Contact Information

Supplier: Contra Vision North America, Inc.
3330 Cumberland Blvd, Suite 500
Atlanta, Georgia 30339
USA

Tel. +1 770 993 6262
Email: usasales@contravision.com
Web: www.contravision.com

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