

Philadelphia Art Commission  
One Parkway Building  
1515 Arch St., 13th Floor  
Philadelphia, PA 19102  
[artcommission@phila.gov](mailto:artcommission@phila.gov)



### Art Commission Signage Review Cover Letter

Date: 2/13/26

Name of Business or Entity (to which the sign is accessory): Children's Hospital of Phila.

Sign Location (Address): 3501 Civic Center Blvd. On Public Property?  Yes  No

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

Yes (specify): \_\_\_\_\_  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 2<sup>nd</sup> story)

Window  Other: \_\_\_\_\_

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	Building ID	1371 sq.ft.	389'4"	Aluminum letters with acrylic face	<input checked="" type="checkbox"/>
2	Bulding ID	996 sq.ft.	374'6"	Aluminum letters with acrylic face	<input checked="" type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

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

These two Building Identification signs are to be placed on a new Children's Hospital of Philadelphia (CHOP) building and are similar to other signs that have been approved on CHOP's campus. The proposed signs will provide identification of the new building as well as aid in both wayfinding and branding for the Hospital.

#### Primary Contact for Art Commission

##### Communications:

Name: William Andes, AIA

Company: Ballinger

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

Email: [REDACTED]

Phone: \_\_\_\_\_

#### Contact to Receive Art Commission

##### Decision (if different):

Name: Peter Kelsen

Company: Blank Rome

Address: One Logan Square, 130 North 18th Street, Philadelphia, PA 19103

Email: [REDACTED]

Phone: \_\_\_\_\_

# Roberts Children's Health

## BUILDING IDENTIFICATION SIGNS

Art Commission Review  
February 25, 2026

Location:  
3501 Civic Center Blvd.  
Philadelphia, PA 19104

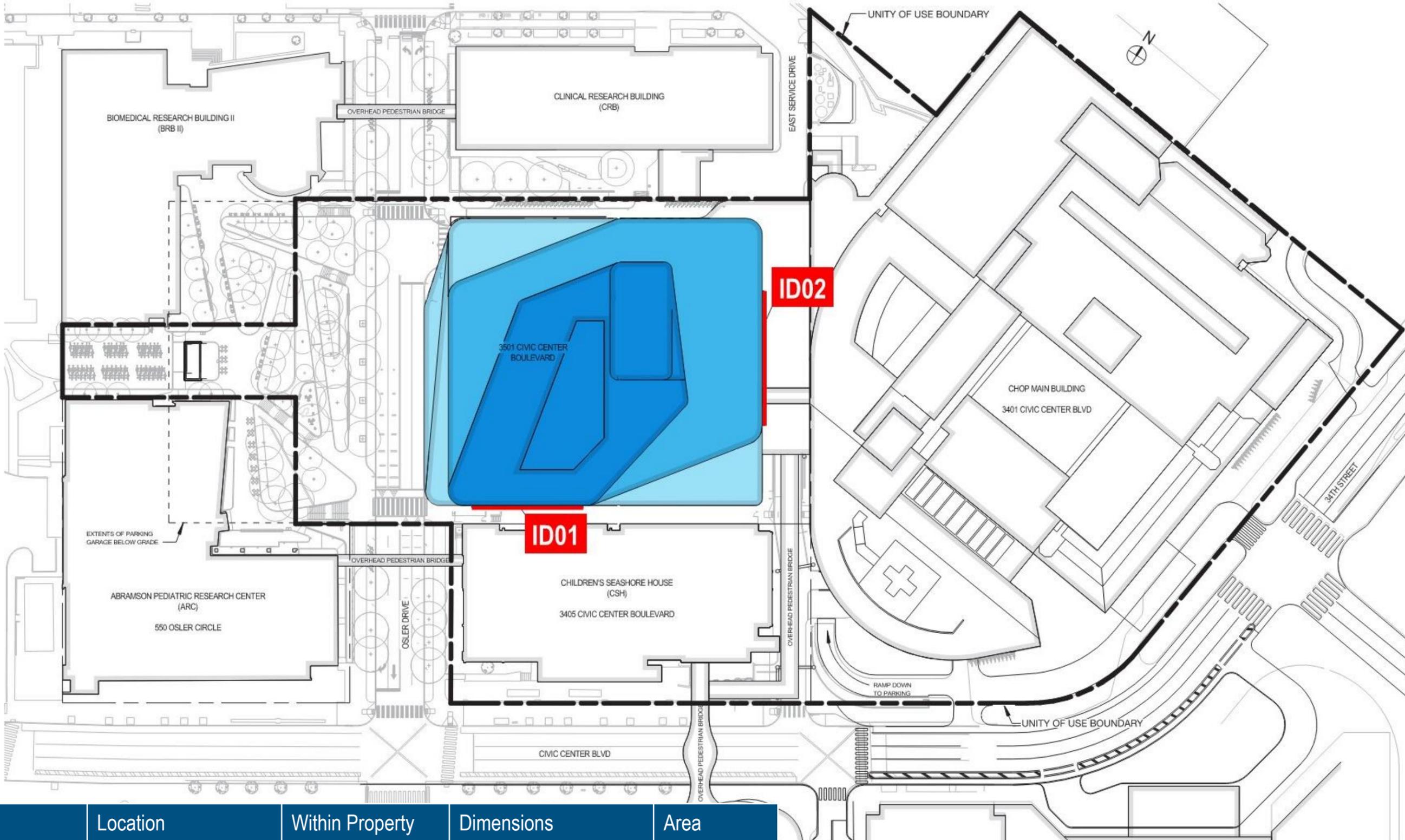
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# Site Plan | Specs for Proposed Signs



Sign #	Type	Location	Within Property	Dimensions	Area
ID01	Building ID Sign	Civic Center Blvd.	Yes	102'-2" w x 16'-11" h	1,731 SF
ID02	Building ID Sign	East Service Dr.	Yes	121'-0" w x 8'-2" h	996 SF

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# Photos of Existing Conditions

## SOUTHEAST ELEVATION

Top of Building View from CHOP's Robert's Center for Pediatric Research



# Photos of Existing Conditions

## SOUTHEAST ELEVATION

Street-Level View from East Service Drive  
(South of Civic Center Boulevard)



# Photos of Existing Conditions

## SOUTH ELEVATION

Street-Level View from Buerger Plaza  
(South of Intersection at Osler Drive and  
Civic Center Boulevard)



# Photos of Existing Conditions

## WEST ELEVATION

Ground-Level View from Pedestrian Pathway at Penn's BRB II/III "Kelley Building"



# Photos of Existing Conditions

## NORTHWEST ELEVATION

Street-Level View from Intersection of  
Curie Boulevard & Osler Drive



# Photos of Existing Conditions

## NORTHEAST ELEVATION

Street-Level View from East Service Drive  
(East of Penn's CRB "Rubenstein Building")



# Photos of Existing Conditions

## SOUTHEAST ELEVATION

Street-Level View from South Street Bridge



# Photos of Existing Conditions

## SOUTHWEST ELEVATION

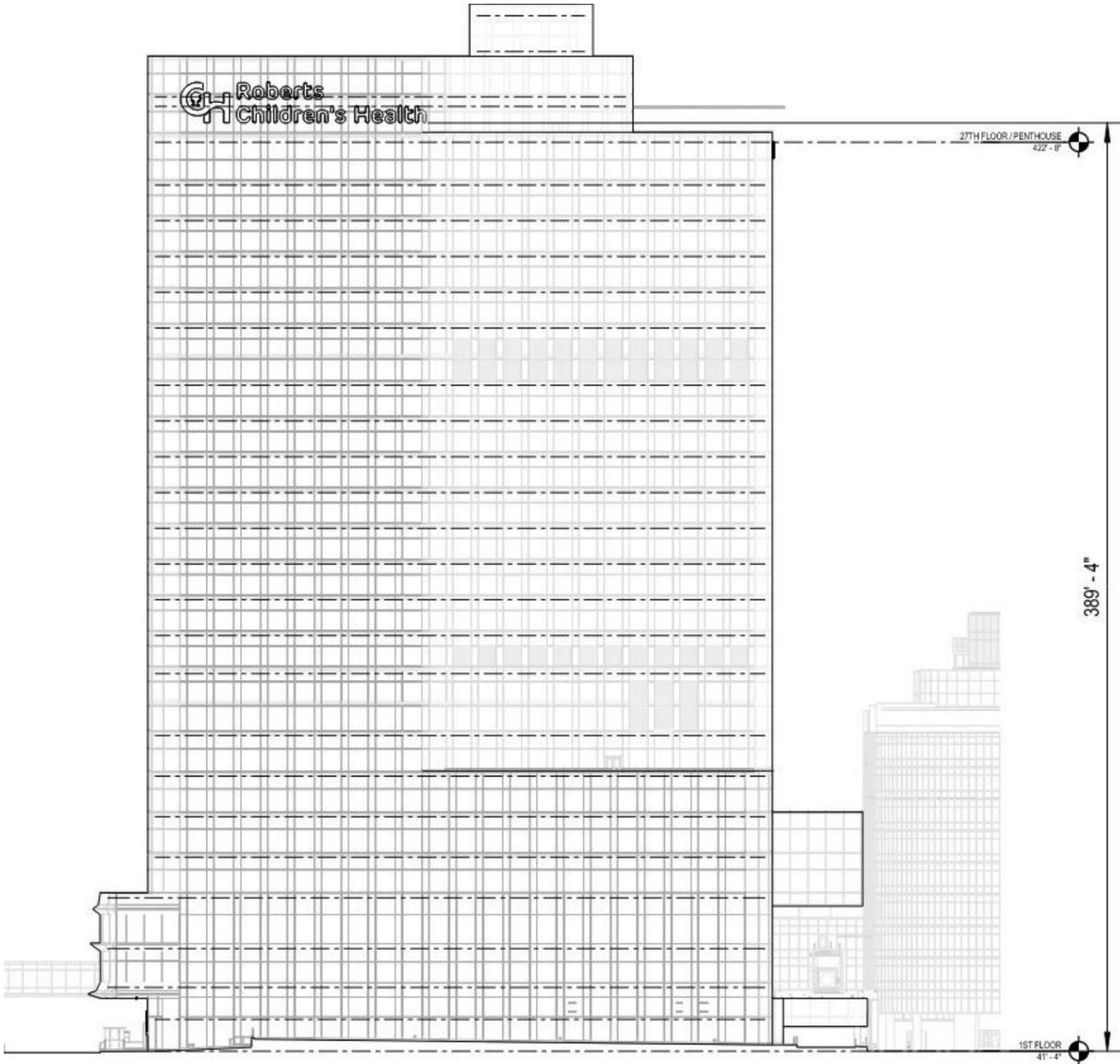
Street-Level View from University Avenue Bridge



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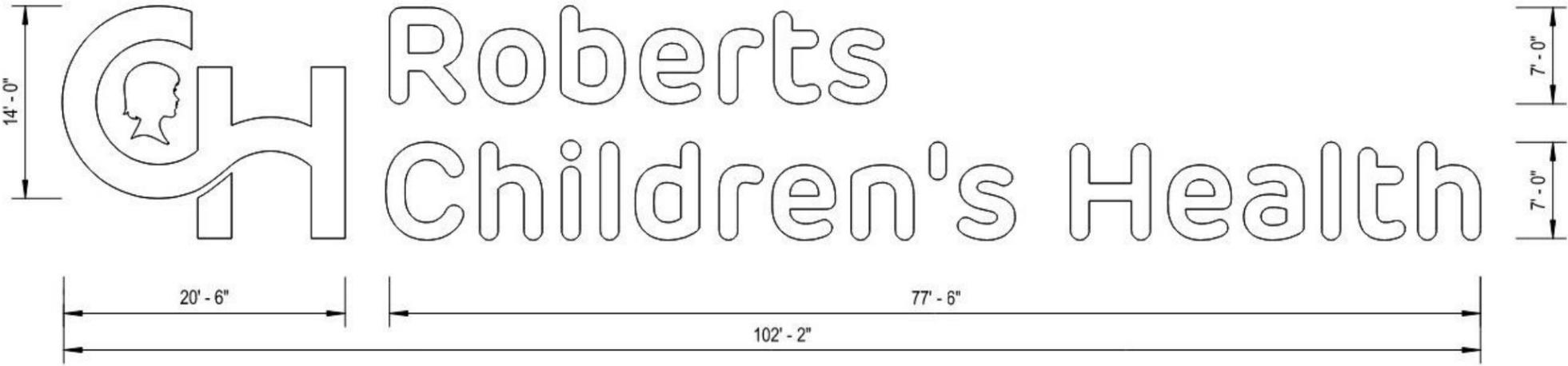
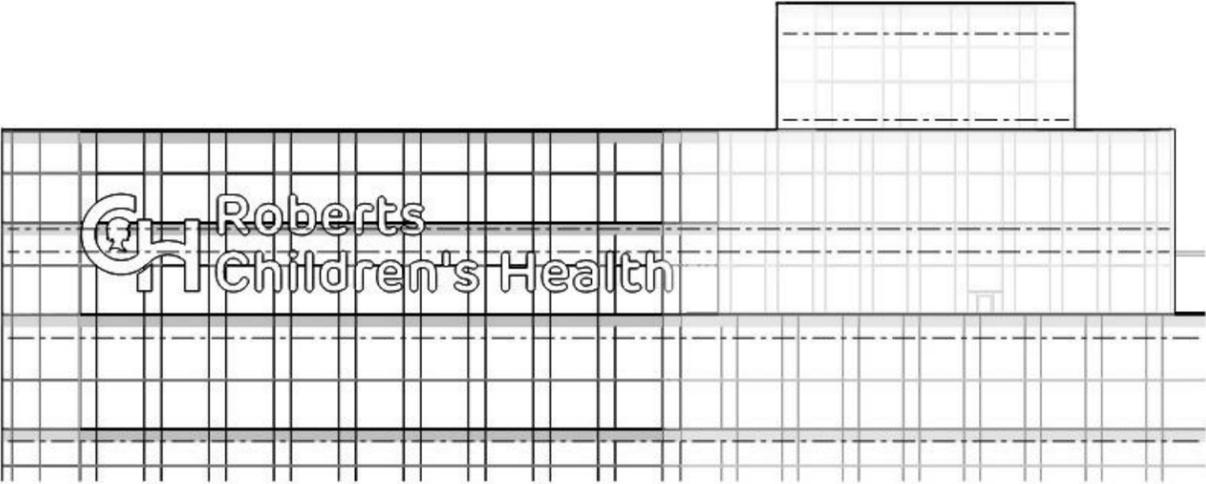
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# Building Identification Signs



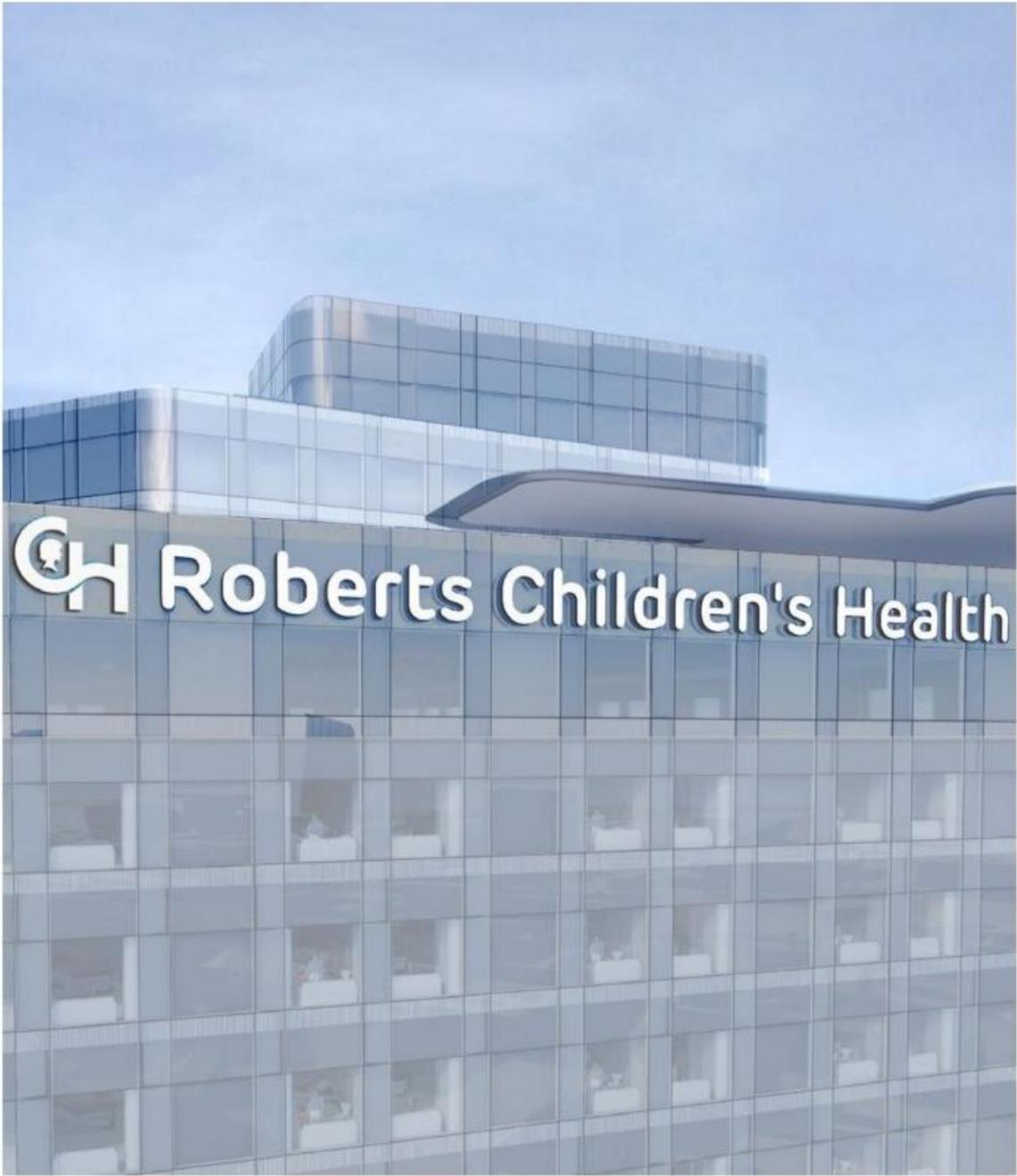
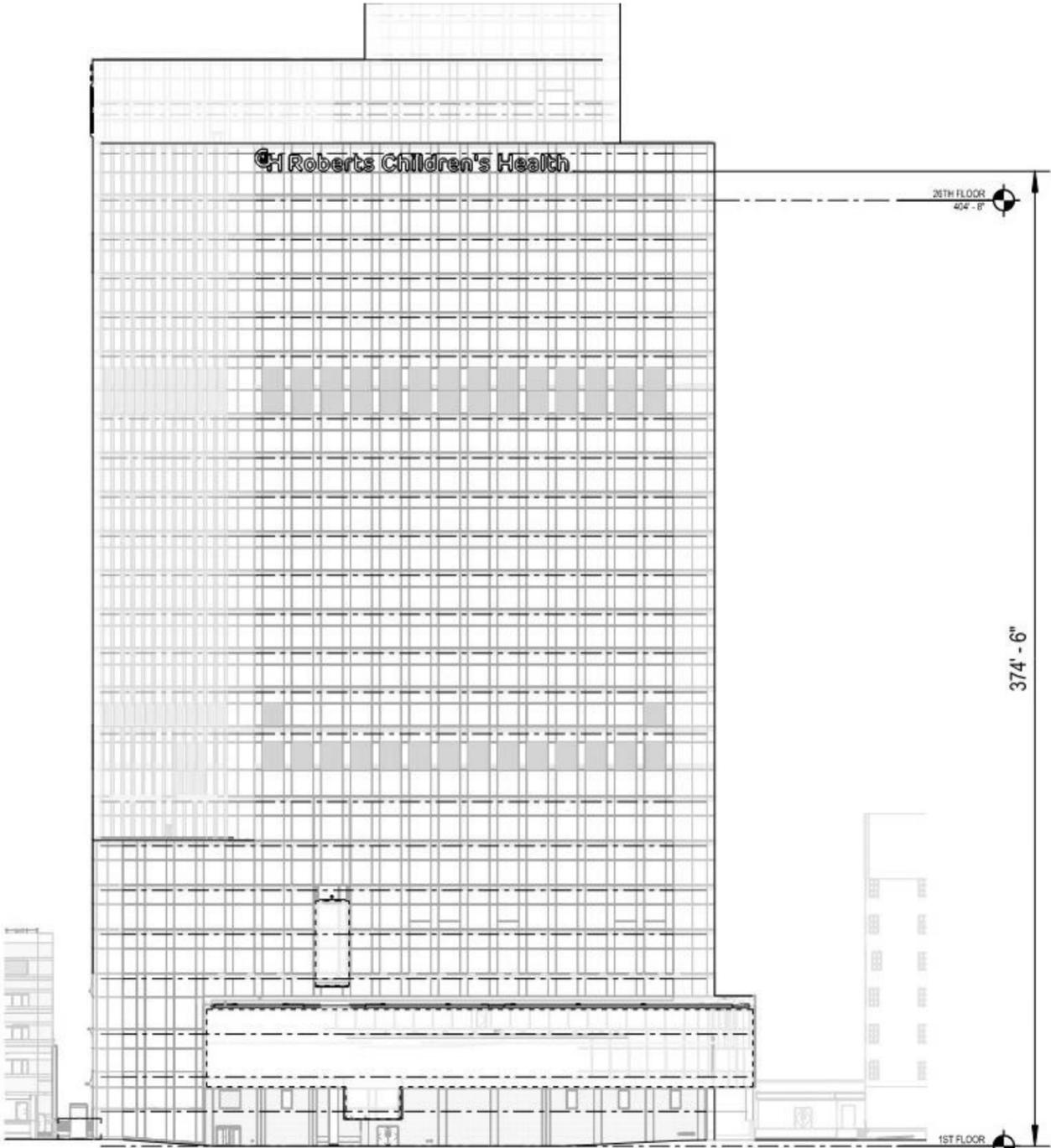
OVERALL BUILDING ELEVATIONS | ID01 - SOUTH ELEVATION

# Building Identification Signs



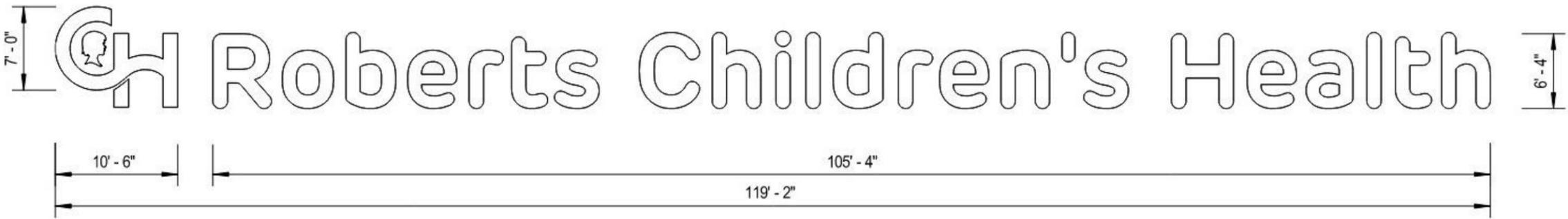
PARTIAL BUILDING ELEVATIONS | ID01 - SOUTH ELEVATION

# Building Identification Signs



OVERALL BUILDING ELEVATIONS | ID02 - EAST ELEVATION

# Building Identification Signs



PARTIAL BUILDING ELEVATIONS | ID02 - EAST ELEVATION

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# ID01 Visualization (South)



**SOUTHEAST ELEVATION:** Street-Level Rendering from East Service Drive (South of Civic Center Boulevard)

# ID01 Visualization (South)



**SOUTH ELEVATION:** Street-Level Rendering from Buerger Plaza (South of Intersection at Osler Drive and Civic Center Boulevard)

# ID01 Visualization (South)



**SOUTH ELEVATION:** Aerial Close-Up Rendering of Southwest Corner of the Building

# ID01 Visualization (South)

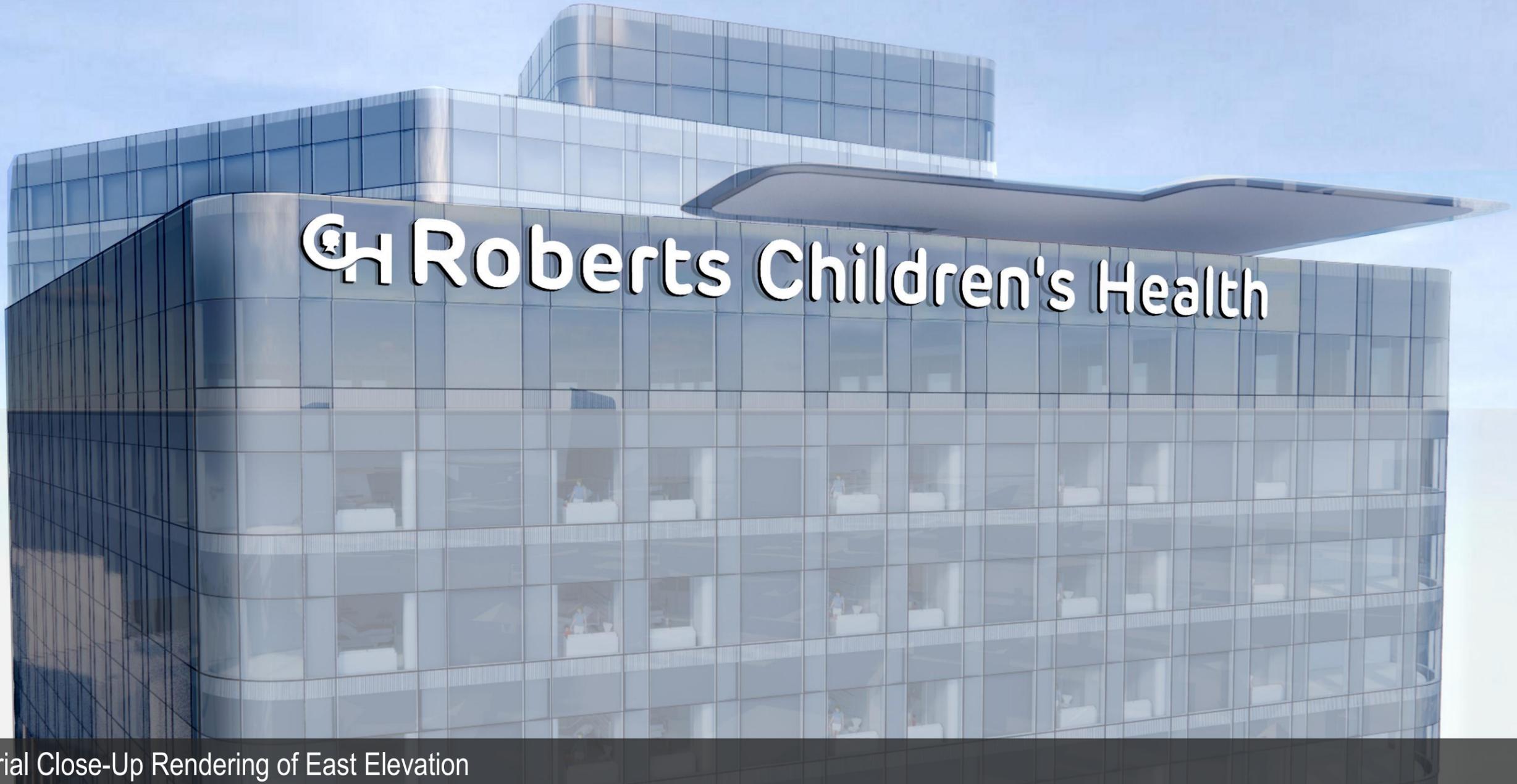


**SOUTH ELEVATION - NIGHT:** Street-Level Rendering from Buerger Plaza (South of Intersection at Osler Drive and Civic Center Boulevard)

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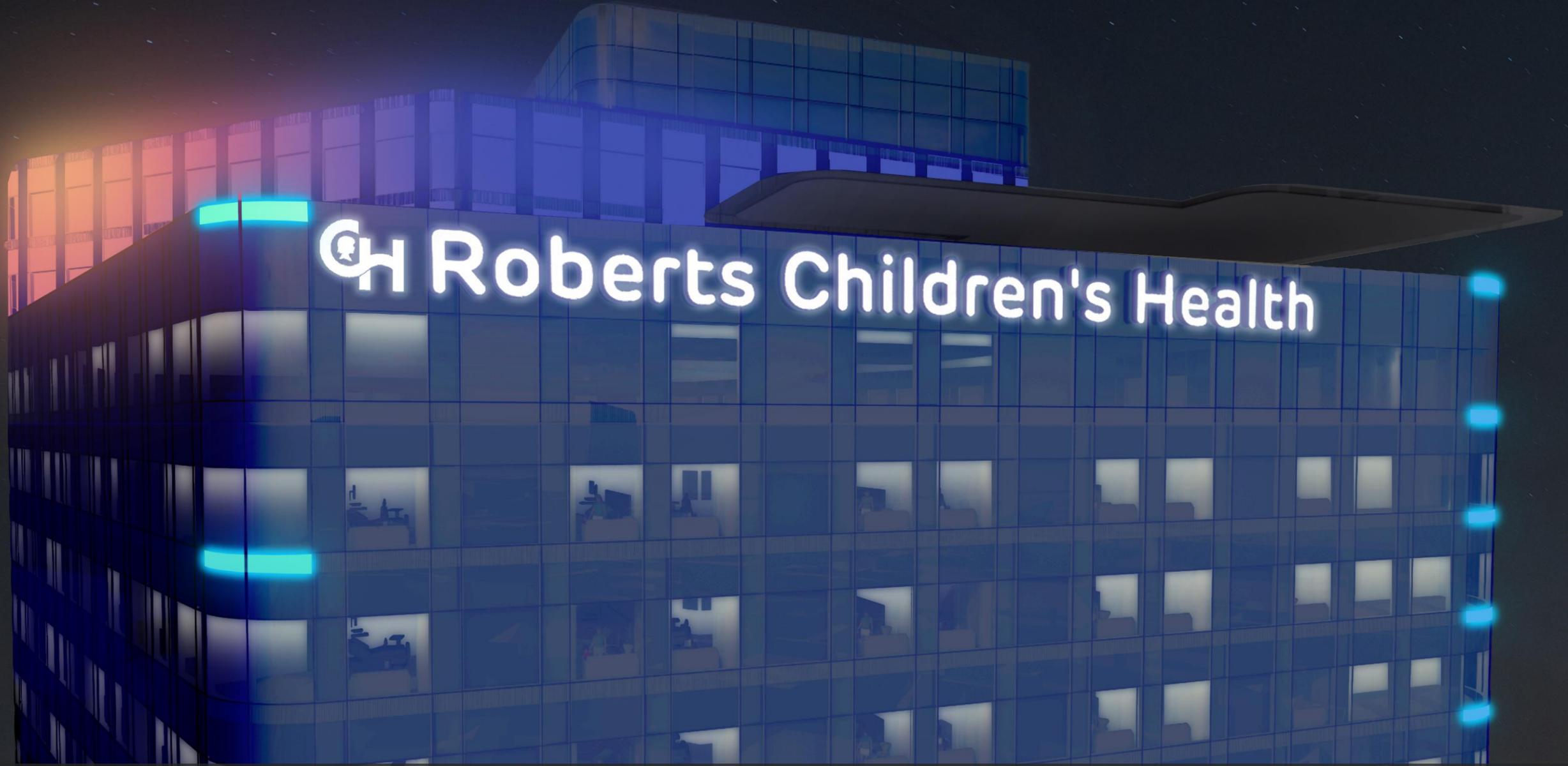
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# ID02 Visualization (East)



**EAST ELEVATION:** Aerial Close-Up Rendering of East Elevation

# ID02 Visualization (East)



**EAST ELEVATION - NIGHT:** Aerial Close-Up Rendering of East Elevation

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# ID01 + ID02 Visualization



**DAY RENDERING:** Aerial Rendering of Building with ID01 + ID02 Locations Shown

# ID01 + ID02 Visualization



**NIGHT RENDERING:** Aerial Close-Up Rendering of Top of Building with ID01 + ID02 Locations Shown

# Questions



**SYLINE RENDERING:** Skyline Rendering of Building Looking Back Towards Center City