



Sign & Streeter Committee Report

Wednesday, February 25th, 2026 - 9:30 AM

Sign Applications

Second Reviews

- 1. 286-23**
UPS - Projecting Sign
1735 Market Street
Zoning: CMX-5; Encroachment

Recommendation for Revisions Needed.

The proposal is for a 40"x12" double-faced projecting sign including internally illuminated white LED letter reading "THE UPS STORE" with logo. The overall projection is 12" from the building facade with a minimum of 9'-4" clearance to grade.

Remarks: The Committee was comfortable with the proposal overall, appreciating that the existing light was going to remain. The Committee recommended using the gray background shown in the previous proposal, which better complements the building façade. The Committee also suggested that the logo be oriented horizontally for legibility.

First Reviews:

- 1. 33-26**
CHOP Building ID Signs
3501 Civic Center Boulevard
Zoning: CMX-5; Building Identification Sign

Recommendation for Approval.

The proposal is for two (2) illuminated building ID signs for a new building at the CHOP campus, each reading "Roberts Children's Health" with logo, with one facing Civic Center Boulevard, and the other facing East Service Drive.

Remarks: The letters are attached through the curtainwall system.

- 2. 35-26**
North Central Public Safety Building
2100 W Diamond Street
Zoning: RM-1; Signage on City property

Recommendation for Approval.

The proposal is for a total of three (3) signs, including: a 35'X18" illuminated wall sign on top of the brick wall that is the location for a future mural, with white letters reading "NORTH CENTRAL PUBLIC SAFETY BUILDING"; and two (2) canopy signs at each entrance.

The Philadelphia Art
Commission
Established 1911

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Chairperson
Carmen Febo San Miguel
Vice Chairperson

Matthew Kenyatta
James Lowe
Pepón Osorio
Rebecca Segall

**Sign and Streeter
Committee**
Shannon Garrison
Philip Green
Raed Nasser

Octavia Howell
*Deputy Director for
Planning and Zoning,
Department of Planning
and Development*

One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102

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Remarks: Planned mural will be subject to separate future Art Commission review.

3. 36-26
SEPTA Headhouse Advertisement Space

16th & Market Streets
 Zoning: Encroachment within /CTR Center City Overlay District – Parkway Buffer

Recommendation for Approval.

The proposal is for non-illuminated advertising on the glass headhouses at the east corners of 16th and Market Streets. The material will be perforated self-adhesive vinyl and removable without residue. The bottom of the glass will remain clear for visibility.

Remarks:

Headhouses previously approved by Art Commission in 2015 with condition that glass enclosures remain free of any type of advertising in perpetuity. The Committee noted that despite this condition, circumstances had evolved. The Committee appreciated the semi-transparency of the material and bottom clearance, encouraging maximizing transparency where possible. It was also suggested that future advertising follow the placeholder example presented, in terms of simplicity, graphics and text.

4. 34-26
Capital One Café

135 S 17th Street
 Zoning: CMX-5 within /CTR Center City Overlay District – Center City Commercial Area

Recommendation Updated to Approval.

The proposal is for two (2) channel letter signs, one above each of the Walnut St. and S 17th St. entrances, each reading as “Capital One Cafe” with logo. The signs are installed 10’-5” above the sidewalk.

Remarks: The Committee initially recommended **Revisions Needed**, requesting that the signs be kept within the architectural features of the building façade, including framing both signs horizontally within the window bays. *The applicant submitted revisions consistent with the Committee’s suggestion, reducing the size of the signs to fit within the window bays.*

5. 37-26
The Dermatology Specialists

1000 S Broad Street
 Zoning: CMX-3 within /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

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The proposal is for one (1) 22 3/4"X335" channel letter signage reading "THE DERMATOLOGY SPECIALISTS" with logo. The proposal also includes the replacement of two (2) 18"X84" tenant panels on the existing freestanding tenant panel sign.

Remarks: The window vinyl shown in the existing conditions photos is temporary and will be removed.

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Updates on applications heard previously at SSC:

**1. 8-26
SEV**

1525 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Art Commission Decision Letter Updated to Approval.

The proposal is for a 4'X2'-11" illuminated aluminum wall sign reading "SEV" above the business entrance.

At the February 11, 2026 Art Commission meeting, the Commission accepted the Committee's recommendation of **Revisions Needed**, with questions related to façade work, the fixture near the sign, and additional window signage. The applicant provided Art Commission staff with updated materials consistent with Committee requests, including: planned façade work to cover up existing holes that has been approved by the Philadelphia Historical Commission; confirming the fixture to be a mechanical vent; additional window signage reading "Laser Aesthetics"; and confirming that existing window sign reading "SEV" is temporary and will be removed.

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