

ADDRESS: 1319-25 MARKET ST

Proposal: Install signage

Review Requested: Final Approval

Owner: Granite Penn Square LLC

Applicant: Rob Stein, Signarama

History: 1930; Market Street National Bank; Ritter & Shay, architects

Individual Designation: 12/18/1985

District Designation: None

Staff Contact: Allyson Mehley, allyson.mehley@phila.gov

OVERVIEW: This application proposes new hotel signage and lighting at the former Market Street National Bank, now Marriot Residence Inn, at 1319-25 Market Street. The signage is proposed for two locations on the historic building. The first, two illuminated cabinet signs, would be located at the corner of Market and Juniper Streets, attached to the building's terra cotta façade. The cabinet signs would be 21 feet by three feet. The second would be incorporated into the existing contemporary awning located above the hotel's main entrance on Juniper Street. It would be channel letters on a black metal curved band. The existing awning was approved by the Historical Commission. Two light fixtures are proposed on the sides of the awning and would be installed into the terra cotta.

SCOPE OF WORK:

- Install signage and lighting.

STANDARDS FOR REVIEW:

The Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines include:

- *Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*
 - The proposed signs at the corner of Market and Juniper Streets are not compatible with the historic building owing to their materials, size, scale, and proportion. The installation into the terra cotta may irreversibly harm the historic material. This portion of the application does not satisfy Standard 9.
 - The proposed sign for the existing awning is compatible with the contemporary awning and historic building in its materials, features, size, scale, and massing, and therefore meets Standard 9.
 - The installation of the proposed lighting may irreversibly harm the historic terra cotta material; it does not satisfy Standard 9. It is possible that lighting could be added to the awning and meet Standard 9.
- *Standard 10: New additions and adjacent or related new construction will be undertaken in such manner that, if removed in the future, the essential form and integrity of the historic property and its environment will be unimpaired.*
 - Installing the proposed signage and lighting into historic terra cotta may cause changes that are not reversible, and therefore does not satisfy Standard 10.

STAFF RECOMMENDATION: Denial, pursuant to Standards 9 and 10.

To: Art & Historical Committee Members

From: Edward Farrington, Residence Inn by Marriott Center City

Subject: Proposal for Signage and Lighting Enhancements

Dear Committee Members,

As a proud fixture of Center City for over 25 years, the Residence Inn by Marriott remains committed to the vibrancy of our neighborhood. Located directly across from the historic rear of City Hall on Juniper Street, we are seeking your support to modernize our exterior signage and lighting.

Currently, we face two primary challenges that we believe this update will resolve:

- **Visibility & Vitality:** While our neighbors on Market Street have embraced modern LED signage, our property remains underserved. Guest feedback frequently mentions the difficulty of locating the hotel, and we are losing group business to competitors with a more "fresh" and visible presence.
- **Safety & Security:** Our position opposite the "dark side" of City Hall creates a corridor that lacks sufficient illumination. Upgraded lighting will significantly improve the safety and security of our guests, staff, and neighboring storefront employees.

We aim to align our property with the evolving aesthetic of Center City's development. We welcome your feedback on the attached designs and hope for your favorable partnership in helping our building shine alongside Philadelphia's growing skyline.

Sincerely,



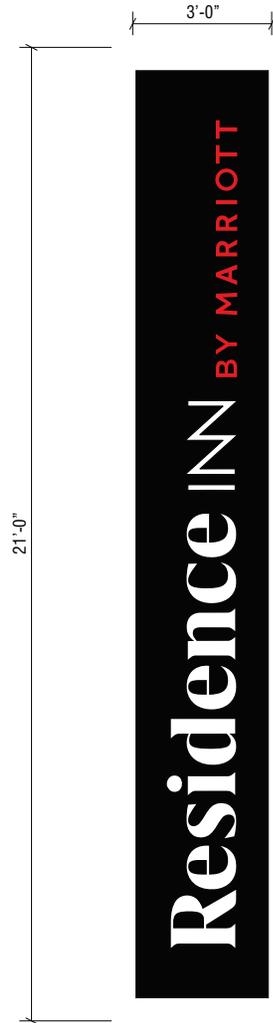
Edward Farrington

Residence INN[®]

BY MARRIOTT

Exterior Illuminated Corner Blade Sign

NOTE:
SIZES ARE SUBJECT TO
CHANGE PENDING
FIELD VERIFICATION



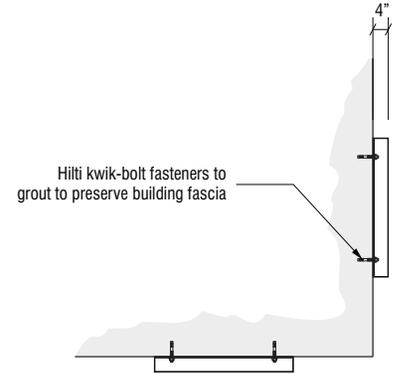
Primary Side A



Primary Side B



Illuminated Cabinet sign mounted in stone mortar to preserve building facade w/ push-thru copy



3 Plan View - Monument
Scale: 1/2" = 1'-0"

Finish Specs

- P-05**
AKZO Sign TBD
Black, Satin
- M-01**
Red Vinyl
Translucent
- M-02**
White Vinyl
Translucent

1 Elevation - Cabinet
Scale: 3/8" = 1'-0"

2 End View - Cabinet
Scale: 3/8" = 1'-0"



101 East Luzerne Street Philadelphia, PA 19124
Phone: (215) 333-3337 Fax: (215) 333-7442
design@signaramaphilly.com | www.signaramaphilly.com

PROJECT INFORMATION	CONTACT	DRAWING DATES	APPROVALS
CLIENT: Marriot Residence Inn	SALES REP: _____	INITIAL DRAWING: 11.07.2025	<input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit NAME: _____ DATE: _____ NOTE: _____
JOB NAME: Exterior Signs	PROJECT MANAGER: _____	REVISION: ▲	
JOB LOCATION: One E Penn Square,	DESIGNER: G.Noom	▲ 12.2.25	
Philadelphia, PA 19107			

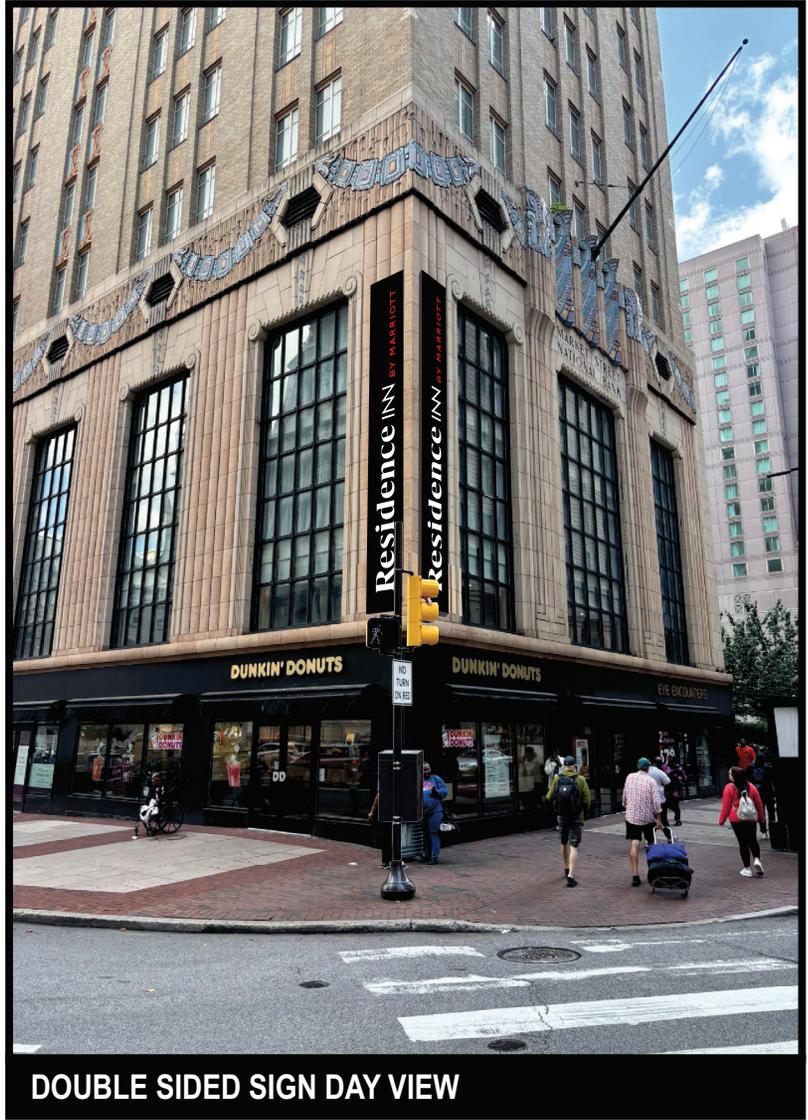


PROJECT NUMBER _____

SHEET NUMBER **1.2**

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S/F Illuminated Cabinet Sign (Exterior) - (2) req'd



DOUBLE SIDED SIGN DAY VIEW



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JOB LOCATION	One E Penn Square,	DESIGNER	G.Noom	▲	12.2.25		DATE
	Philadelphia, PA 19107						NOTE

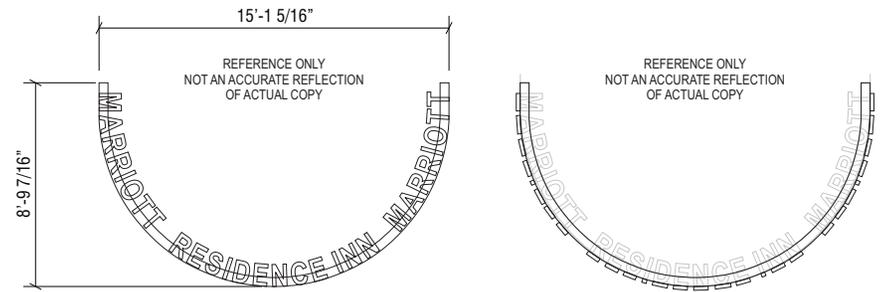
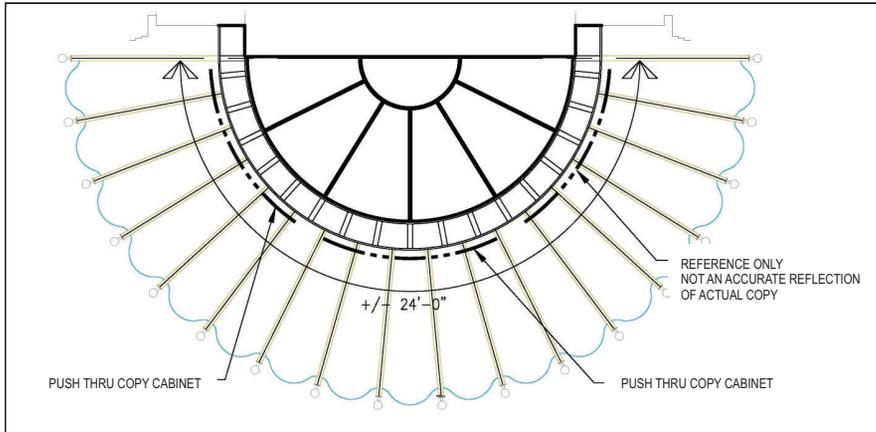
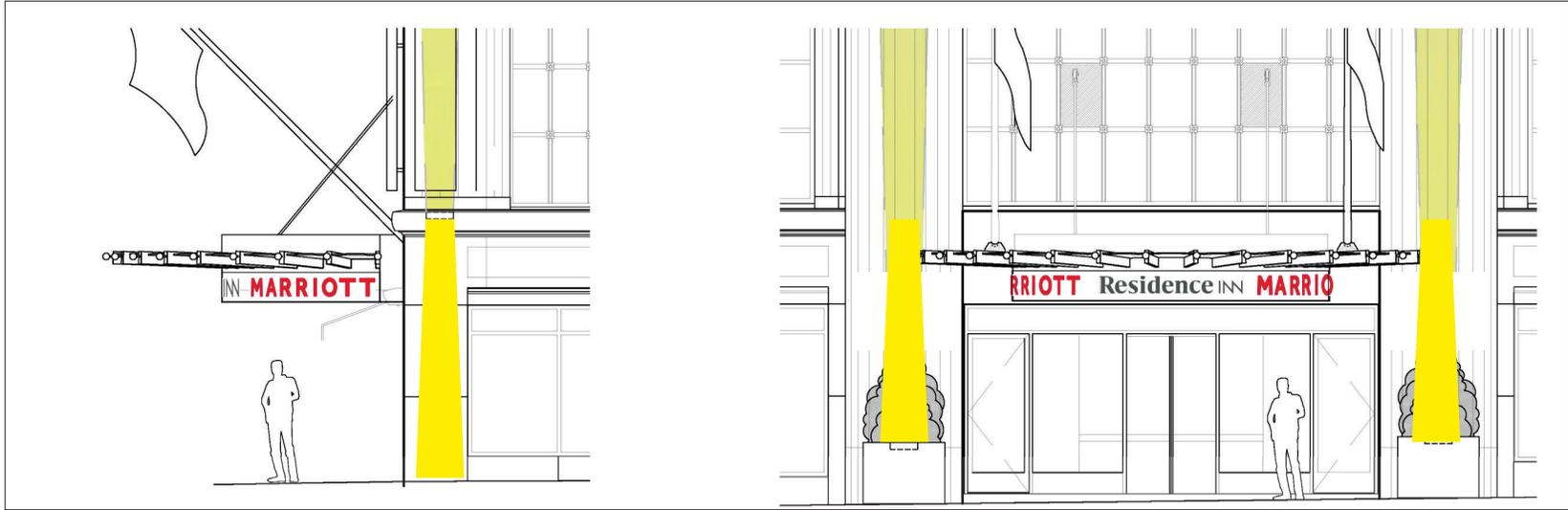


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SHEET NUMBER **1.3**

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ST B - Sign Band (Exterior) - (1) req'd



1 Cabinet - Plan View
Scale: 3/16" = 1'-0"

- Finish Specs**
- P-05**
AKZO Sign TBD
Black, Satin
 - M-01**
Red Vinyl
Translucent
 - M-02**
White Vinyl
Translucent

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	Philadelphia, PA 19107						NOTE	

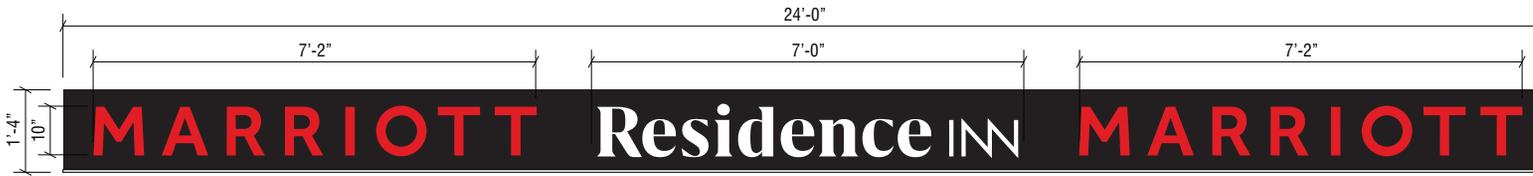


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SHEET NUMBER **1.4**

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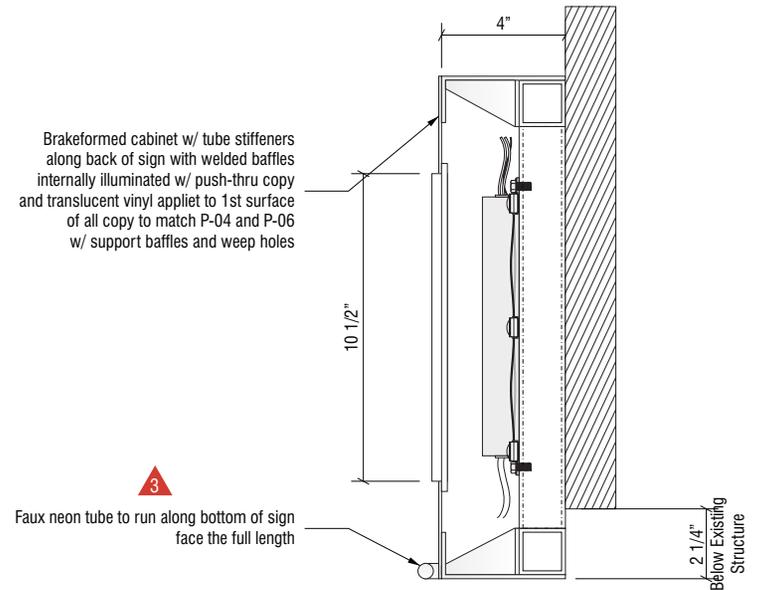
ST B - Sign Band (Exterior) - (1) req'd



1 Elevation - Sign Band
Scale: 1/2" = 1'-0"

Finish Specs

- P-05**
AKZO Sign TBD
Black, Satin
- M-01**
Red Vinyl
Translucent
- M-02**
White Vinyl
Translucent



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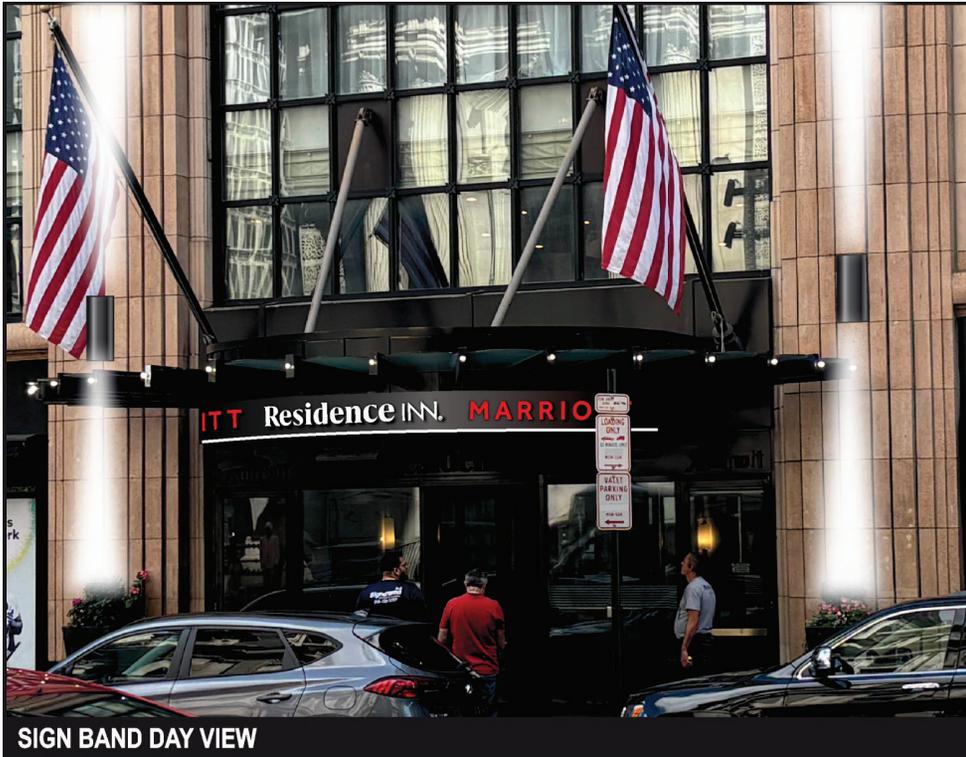


PROJECT NUMBER _____

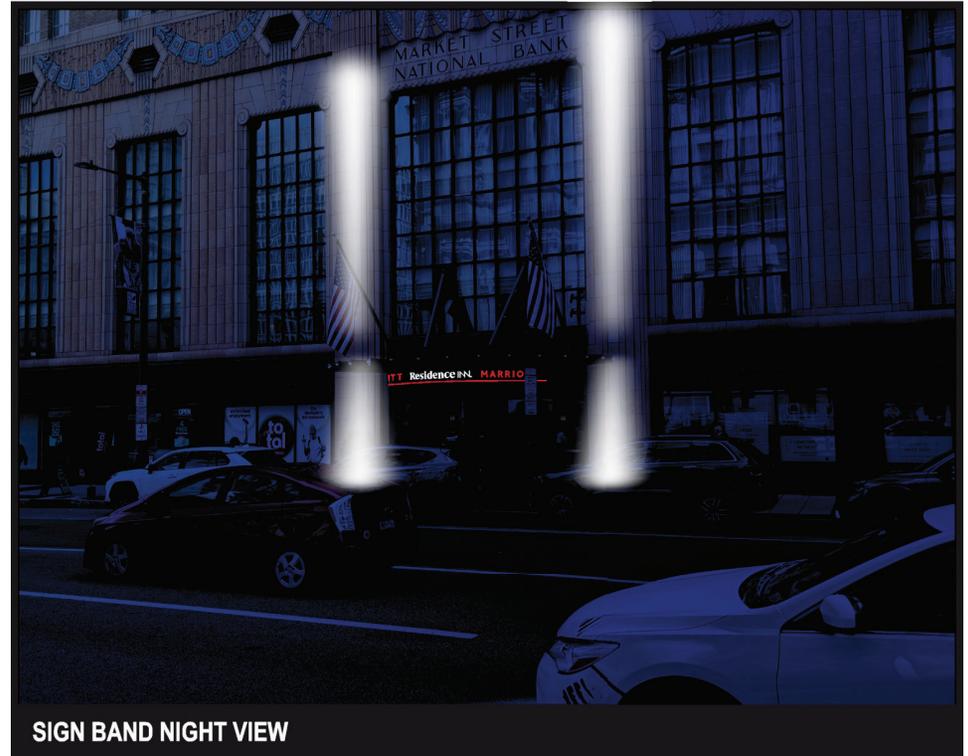
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ST B - Sign Band (Exterior) - (1) req'd



SIGN BAND DAY VIEW



SIGN BAND NIGHT VIEW



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