

**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: 3/9/26

Name of Business or Entity (to which the sign is accessory): Holt's Cigar Company

Sign Location (Address): 1522 Walnut Street On Public Property?  Yes  No

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

Yes (specify): Center City Overlay District  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	3" D TRIMLESS, FACE-LIT CHANNEL LETTERS	62" x 31.5" OVERALL	BOTTOM OF SIGN: 9'-11"	WHITE ACRYLIC	<input checked="" type="checkbox"/>
2	STEEL CROWN & LETTERING	40" x 24" OVERALL	BOTTOM OF SIGN: 10'-4"	CHROME FINISHED CROWN & BLACK STEEL LETTERING	<input checked="" type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

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

New signage is to replace existing signage with slight variations. Holt's sign is to be same logo with new back lit white acrylic, face mounted (existing sign was metal standoff signage with halo lighting). New crown logo to replace existing Ashton Cigar Bar lettering. Sign to be metal and attached to building same as existing.

**Primary Contact for Art Commission**

**Communications:**

Name: Daniel Vallacchi  
 Company: JKRP Architects  
 Address: 1601 Market Street, Suite 2400, Philadelphia, PA 19103  
 Email: [REDACTED]  
 Phone: [REDACTED]

**Contact to Receive Art Commission**

**Decision (if different):**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_



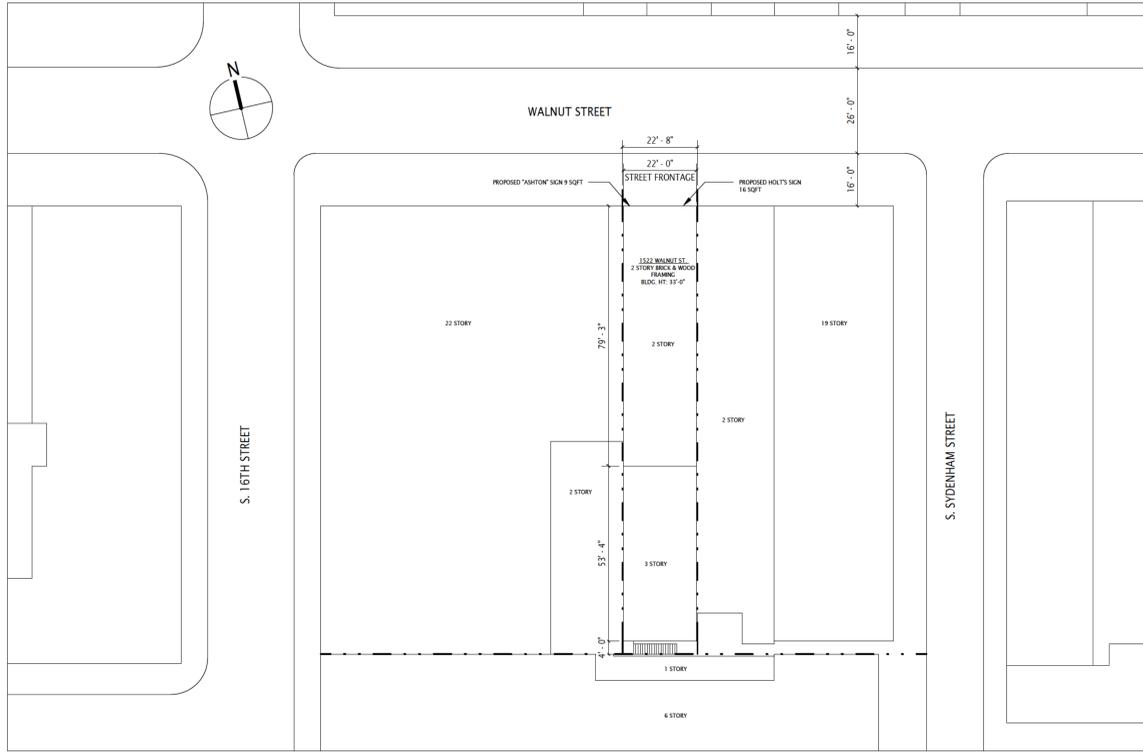
JERRY ROLLER, AIA  
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215.928.9331

DAN VALLACCHI  
dvallacchi@jkrparchitects.com  
215.928.9331

OWNER/CLIENT  
HOLT'S CIGAR COMPANY  
12270 TOWNSEND ROAD  
PHILADELPHIA, PA 19154  
215.676.3509

MEP ENGINEERING  
HOLSTEIN WHITE  
2800 HORIZON BLVD, SUITE 503  
TREVINO, PA 19053  
215.322.7711

STRUCTURAL ENGINEERING  
LARSEN & LANDIS  
11 W. THOMPSON STREET  
PHILADELPHIA, PA 19125  
215.232.7207



1 Site Plan  
PCI.0 3/64" = 1'-0"



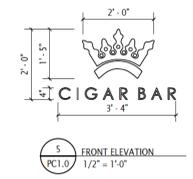
**BUILDING ELEVATION NOTES KEY**

- M1 EXISTING STUCCO TO REMAIN
- M2 CAST STONE, PAINTED WHITE TO MATCH EXISTING STUCCO
- M3 LONGBOARD, TABLE WALNUT, 6" V-GROOVE
- M4 ILLUMINATED CHANNEL LETTERS
- M5 CALCATTA MARBLE
- M6 HALO LIT CHROME CROWN LOGO WITH BLACK STEEL LETTERING
- M7 NEW FRAMELESS ALL GLASS ENTRY DOOR, BLACK HANDLE & RAILS
- M8 NEW STOREFRONT SYSTEM WITH BLACK FRAMING
- M9 NEW FOLDING WINDOW SYSTEM WITH BLACK FRAMING
- M10 BLACK STEEL LETTERING

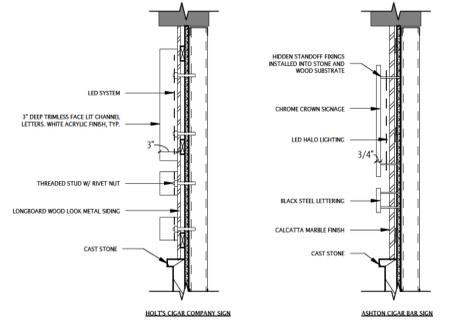
**ALLOWABLE SIGNAGE**  
CMX-5: 25 SF PER LINEAR FT OF GROUND FLOOR FRONTAGE  
ALLOWABLE: 445 SF  
PROPOSED: SIGN 1: 16 SF SIGN 2: 9 SF TOTAL: 25 SF



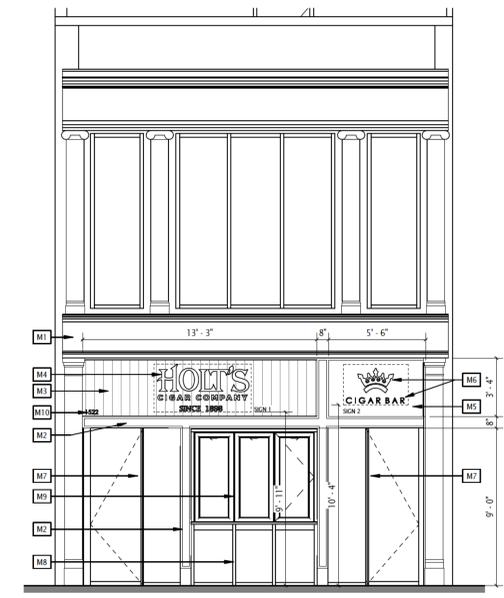
4 FRONT ELEVATION  
PCI.0 1/2" = 1'-0"



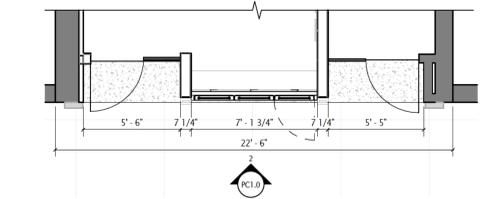
5 FRONT ELEVATION  
PCI.0 1/2" = 1'-0"



6 SIGNAGE MOUNTING DETAILS  
PCI.0 1" = 1'-0"



2 FRONT ELEVATION  
PCI.0 1/4" = 1'-0"



3 OVERALL GROUND FLOOR PLAN  
PCI.0 1/4" = 1'-0"

HOLT'S WALNUT STREET

PROJECT DESCRIPTION

1522 WALNUT STREET  
PHILADELPHIA, PA 19102

PLANNING & ART  
COMMISSION SUBMISSION

DATE: 03.09.2026  
DRAWN BY: JR | DV | OF  
REVISIONS:

AS INDICATED  
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PC1.0

DESIGN DEVELOPMENT

3/9/2025 2:33:57 PM C:\Users\jkr\Documents\Walnut Street\1522 Walnut Street\1522 Walnut Street\1522 Walnut Street\1522 Walnut Street.dwg