



# Sign & Streeter Committee Report

Wednesday, March 25, 2026 - 9:30 AM

The Philadelphia Art  
Commission  
*Established 1911*

Raed Nasser  
*Chairperson*  
Carmen Febo San Miguel  
*Vice Chairperson*

Matthew Kenyatta  
Troy Leonard  
James Lowe  
Pepón Osorio  
Rebecca Segall

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

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

## Sign Applications

### *Second Reviews*

#### 1. 9-26

##### **Haraz Coffee House**

1822 Chestnut Street

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

#### **Recommendation for Approval.**

The proposal is for a 13'X3' wall sign reading "HARAZ COFFEE HOUSE" in gold letters against a wood grain backer.

**Remarks:** The Committee appreciated the revisions to remove the projecting sign and to change the backer color from black to wood grain.

### *First Reviews:*

#### 1. 53-26

##### **National Constitution Center**

525 Arch Street

Zoning: SP-PO-A /CTR Center City Overlay District – Independence Hall Area

#### **Recommendation for Approval.**

The proposal is for a total of four (4) signs, including: a 16'-8"X1'-5" aluminum panel parking directional sign atop the existing fence along Race St.; a 8'-4"-tall parking identification pylon sign; a 19'-10"X1'-2" parking directional wall sign above the parking entrance; and perforated window vinyl signs, each 4'-4" tall, by the museum entrance.

**Remarks:** The Committee requested details on the level of transparency of the window vinyl signage. The applicant confirmed the vinyl was transparent and provided details to Art Commission staff following the presentation. The Committee noted that the parking wall sign was the only sign on the building masonry and suggested exploring an alternative placement.

#### 2. 54-26

##### **The Juice Pod**

1845 Walnut Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area, Rittenhouse Square

#### **Recommendation Updated to Approval.**

One Parkway Building  
1515 Arch St., 13<sup>th</sup> Floor  
Philadelphia, PA 19102

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The proposal is for a 8'X15" illuminated wall sign reading "The JUICE POD".

**Remarks:**

The Committee initially recommended **Revisions Needed**, requesting greater consistency in letter spacing and kerning and that the letter illumination be of a warmer white or amber glow. *The applicant submitted revisions consistent with Committee requests.*

**3. 55-26**

**Trumark**

1701 Market Street

Zoning: CMX-5; Signage encroachment in Right-of-Way

**Recommendation for Revisions Needed.**

The proposal is for a 9'X3' marquee sign to be placed at the front edge of the existing marquee that extends 7' over the sidewalk. The sign consists of a stainless steel backer and halo-illuminated purple channel letters. The existing wall sign above the marquee would be removed.

**Remarks:** Wall sign included for context in submission not subject to Art Commission review. The Committee disapproved the marquee sign, suggesting that a new wall sign replacing the current wall sign would be a better approach. The Committee noted that if a marquee sign was desired, a redesign consisting of channel letters above the marquee could be considered. The Committee had questions about the sign's illumination, including whether the letters change colors at night and the level of illumination.

**4. 57-26**

**Holt's Cigar Company**

1522 Walnut Street

Zoning: CMX-5 /CTR Center City Overlay District – Center City Commercial Area

**Recommendation for Approval.**

The proposal is for two (2) signs, including: a 6'-2"X2'-8" wall sign reading "HOLT'S CIGAR COMPANY" on two lines of text against a wood backer; and a 3'-4"X2' wall sign reading "CIGAR BAR" with logo.

**Remarks:** The Committee suggested moving a third line of text reading "Since 1898" to the window or door, to reduce the lines of text in the sign and giving the text more breathing room. *The applicant submitted revisions consistent with the Committee requests.*

**5. 58-26**

**Bank of America**

615 Chestnut Street

Zoning: CMX-5 /CTR Center City Overlay District – Center City Commercial Area, Independence Hall Area

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### Recommendation for Approval.

The proposal is for the replacement of one awning sign reading “BANK OF AMERICA” with logo in white letters against a black fabric. The sign is located on the awning valence and measures 6’-8 ¼”X8”. Proposal also includes the reskinning of a second awning for which no signage is proposed.

**Remarks:** Existing sign includes blue letters against a red fabric.

## 6. 59-26

### Sayre Morris Recreation Center

5800 Walnut Street

Zoning: RM-1; Signage on City property

### Recommendation for Approval.

The proposal is for a total of six (6) non-illuminated wall signs, including: three (3) painted wall signs that each rise to the top of the building, reading (from west to east) “REC”, “SAYRE”, and “POOL”; and three (3) aluminum pin-mounted wall signs placed within the recessed building entry.

**Remarks:** The Committee appreciated the signage design as an improvement to the building façade, requesting that the applicant ensure high-quality installation of the painted portions and that the final color selection provide an appropriate level of contrast with the brick.

## 7. 60-26

### The Chocolate Factory

2201 Margaret Street

Zoning: ICMX; Signage encroachment in Right-of-Way

### Recommendation for Approval.

The proposal is for a total of six (6) projecting signs, each measuring 1’-10”X6’-4” and elevated 9’ above grade. The signs are intended to provide wayfinding along the street for the various tenants, some of which are accessed from entrances in the rear or side of the building not clearly visible from the street.

**Remarks:** The Committee appreciated the minimalist yet effective design, noting it adds a touch of color without imposing too much. The Committee noted the arrows on the signage were somewhat confusing, including those conflicting with the arrows in the “Gateway” logo, and suggested a consistent format for the arrows, such as a backer color and/or consistent placement at the top or bottom of each sign. The Committee also suggested that the wall sign reading “The Madden School”, while not in the purview of the Art Commission, could be livened up with a color palette closer to the projecting signs.

## 8. 61-26

### The Josephine

1608-34 Sansom Street

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Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

**Recommendation for Revisions Needed.**

The proposal is for a total of five (5) signs, including: a 29'-2"X3'-3" illuminated vertical wall sign; and four (4) non-illuminated wall signs (two (2) on Moravian St. identifying loading zones, and two (2) on Sansom St. identifying the parking garage). The proposal also includes window vinyl.

**Remarks:** The vertical wall sign along Sansom St. is above the 2<sup>nd</sup> story windowsill and will require ZBA approval. The Committee requested that the applicant reconsider the placement of the first floor wall sign affixed to the brick above the resident parking garage entrance, suggesting that the sign be lowered to more of a pedestrian scale, such as on the transom area.

**9. 62-26**

**Qahwah House**

224 Market Street

Zoning: CMX-3; /CTR Center City Overlay District – Center City Commercial Area

**Recommendation for Revisions Needed.**

The proposal is for a 13'-4"X1'-10" non-illuminated channel letter sign reading "QAHWAH HOUSE PREMIUM ORGANIC COFFEE" on two lines of text.

**Remarks:** The Committee requested the channel letter signage be revised to reduce the number of holes required for it to be attached to the building façade, noting that the building is on the historic register, suggesting either: the use of a raceway; or the use of a backer panel that could also provide more color contrast with the letters to improve legibility.

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