

Philadelphia Art Commission
One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102
artcommission@phila.gov



Art Commission Signage Review Cover Letter

Date: 3/2/26

Name of Business or Entity (to which the sign is accessory): Trumark

Sign Location (Address): 1701 Market St. 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: 1 Type(s) of Signs (check all that apply below):

Wall Projecting/Blade Marquee Awning or Canopy Building ID (above 2nd 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	Wall	36" x 108"			<input checked="" type="checkbox"/>
2					<input type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

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

The existing canopy on the Market St. storefront of Trumark is 7' projecting and 25' wide. It's located 11' above the sidewalk. The letters will have a purple film that will show purple during the day and white when illuminated at night. OPTION 1: It's our intent to locate the new sign flush with the leading edge of the canopy so that it's more visible than the existing sign which is significantly blocked by the existing canopy. The new sign will not exceed the face of the existing canopy. No additional downlighting will be placed in the canopy. Signage is individual halo-illum channel letters on a stainless background to match the existing canopy and again afford better visibility. OPTION 2: Same sign, but attached to the building, replacing the same location.

Primary Contact for Art Commission

Communications:

Name: Stephanie Rumer

Company: PermEx

Address: 116 Ellis Road, Havertown, PA 19083

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: _____

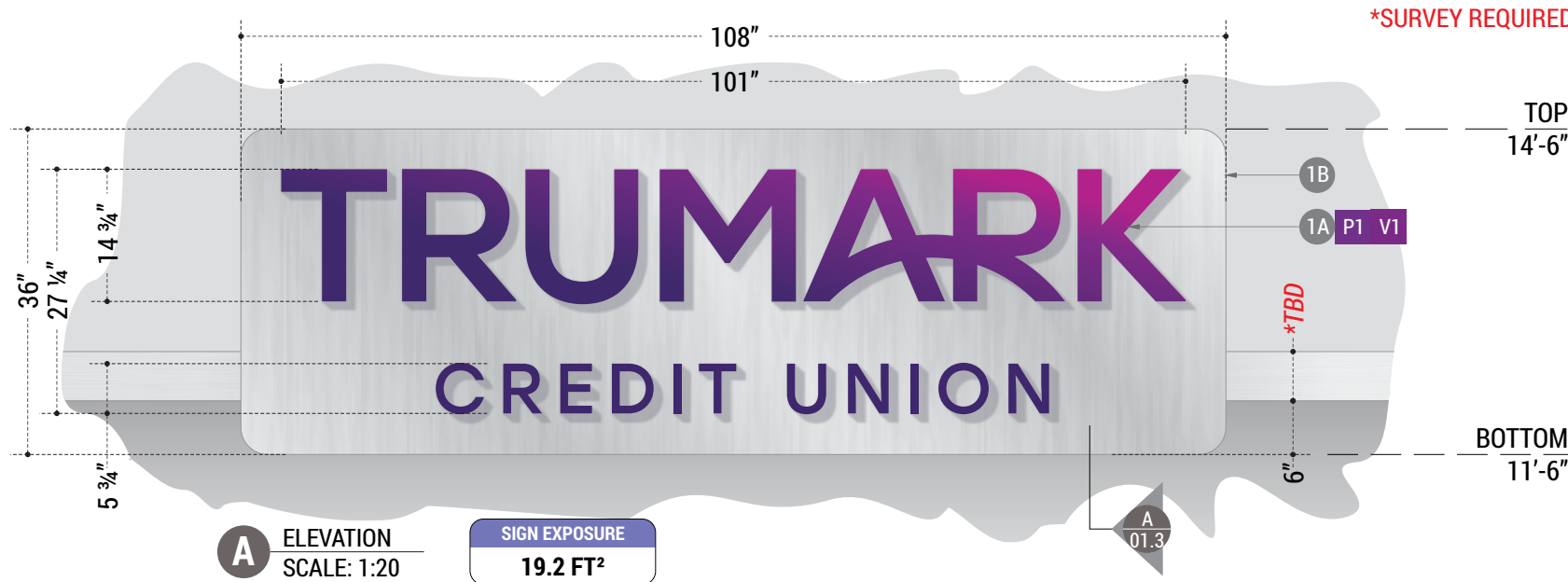
Company: _____

Address: _____

Email: _____

Phone: _____

OPTION 1



*SURVEY REQUIRED BEFORE FABRICATION TO VERIFY PROPOSED DIMENSIONS AND FIELD CONDITIONS

MARKET STREET EXISTING BRANDING



NEW BRANDING



LED HALO-ILLUMINATION TO MATCH PURPLE OF NEW BRANDING.



NIGHT VIEW

1A. FACE LIT / BACK LIT CHANNEL LETTER SET:

- A. .050" WHITE ALUMINUM RETURNS PAINTED (P2).
- B. 3/16" WHITE ACRYLIC (2447) FACES WITH FACE APPLIED GRADIENT VINYL (V1).
- C. PURPLE TRIM CAP.
- D. 3/16" WHITE LEXAN LETTER BACKS WITH FULL COVERAGE APPLIED PURPLE VINYL (V2).

1B. 2 1/2" DEEP ALUMINUM PAN BACKGROUND. .090" PRE-GRAINED (VERTICAL) FACE WITH ALUMINUM ANGLE WITH RETURNS AND BACK PAINTED SILVER (P4). ALL EXPOSED MOUNTING HARDWARE PAINTED SILVER (P4).

Trumark

1701 Market St.
Philadelphia, PA 19103

Project: 25-2257-TRUM

Face / Halo Lit Ch. Letters on Pan Qty: 01

Fabrication Information:
PRODUCE NEW PAN WITH CHANNEL LETTER SET

Installation Information:
REMOVE EXISTING CABINET AT BUILDING AND DISCARD. INSTALL NEW ALONG CANOPY EDGE AS SHOWN

Paint

P2	Dependable Purple (PMS 2627 C)
P4	Satin - MP Brushed Aluminum (41-342)

Vinyl

V1	Dig. Printed Perforated / Matte Lam
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Rob Peters 12.01.25

TruMark Financial Credit Union\1701 Market\25-2257-TRUM_Rebranding_1701Market...

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Revisions:

R1	12.09.25 RP	R6	R6.00.00 -
R2	12.15.25 RP	R7	R7.00.00 -
R3	12.24.25 RP	R8	R8.00.00 -
R4	02.06.26 RP	R9	R9.00.00 -
R5	02.05.26 RP		

CITY SIGN INC. Interior / Exterior Sign Manufacturers

424 Caredean Dr.
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T. 215.442.1323
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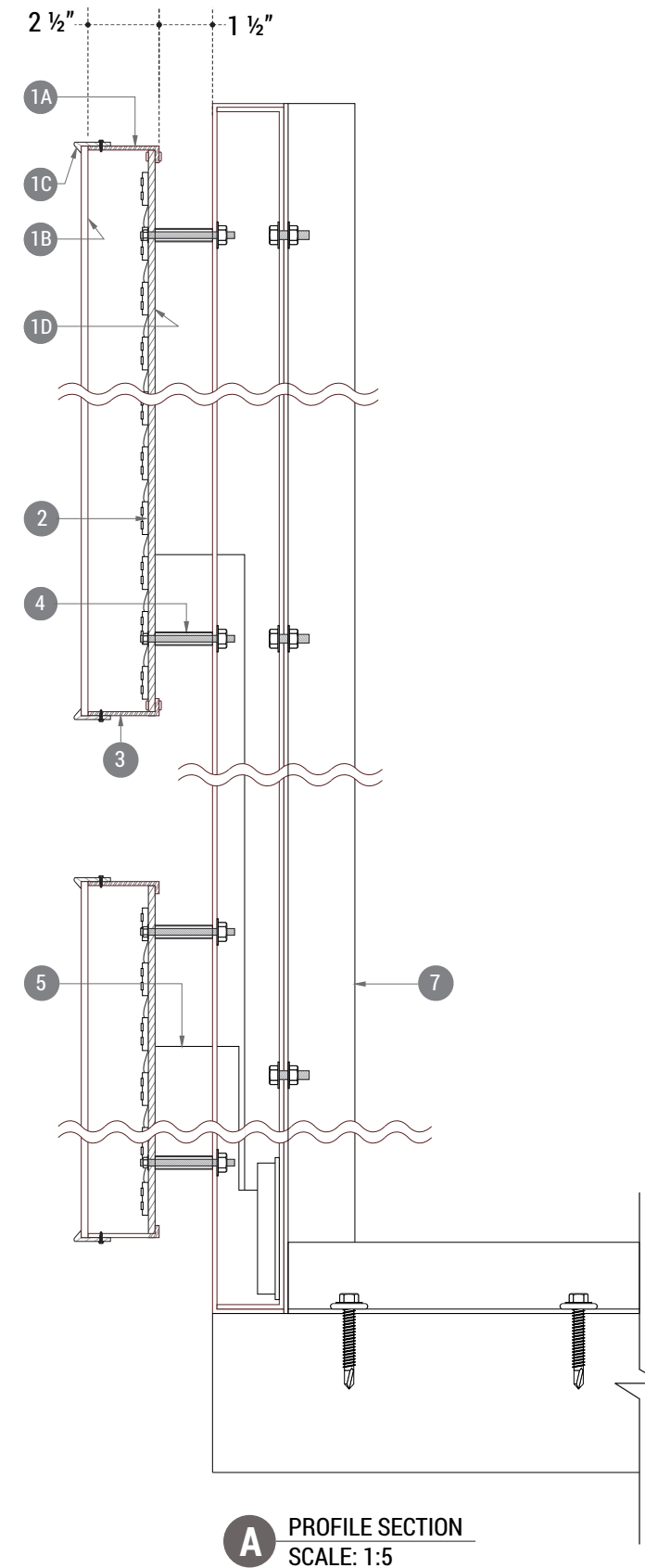
Linear frontage @ 50'

1A. FACE LIT / BACK LIT CHANNEL LETTER SET:

- A. .050" WHITE ALUMINUM RETURNS PAINTED (P2).
- B. 3/16" WHITE ACRYLIC (7328) FACES WITH FACE APPLIED GRADIENT VINYL (V1).
- C. PURPLE TRIM CAP.
- D. 3/16" WHITE LEXAN LETTER BACKS WITH FULL COVERAGE APPLIED PURPLE VINYL (V2).

1B. 2 1/2" DEEP ALUMINUM PAN BACKGROUND. .090" PRE-GRAINED (VERTICAL) FACE WITH ALUMINUM ANGLE RETURNS AND BACK PAINTED SILVER (P4). ALL EXPOSED MOUNTING HARDWARE PAINTED SILVER (P4).

- 2. INTERNAL WHITE LED LIGHTING - 6500 K.
- 3. WEEP HOLES
- 4. LETTERS STOOD OFF OF PAN VIA 1/4"-20 STUDS WITH SPACES. LETTERS THRU-BOLTED.
- 5. SECONDARY LEADS CARRIED THRU WALL TO REMOTE-MOUNTED POWER SUPPLY(S) IN UL LISTED HOUSING.
- 6. 120 V PRIMARY AT BOX LOCATION
- 7. SIGN ASSEMBLY SET ATOP EXISTING CANOPY ROOF VIA (2) ALUMINUM ANGLE BRACES. BRACING SECURED TO ROOF VIA VIA 3/8" WATERTIGHT TEKS.



A PROFILE SECTION
SCALE: 1:5

Rob Peters 12.01.25

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R4 02.06.26 RP	R9 R9.00.00 -
R5 03.03.26 RP	



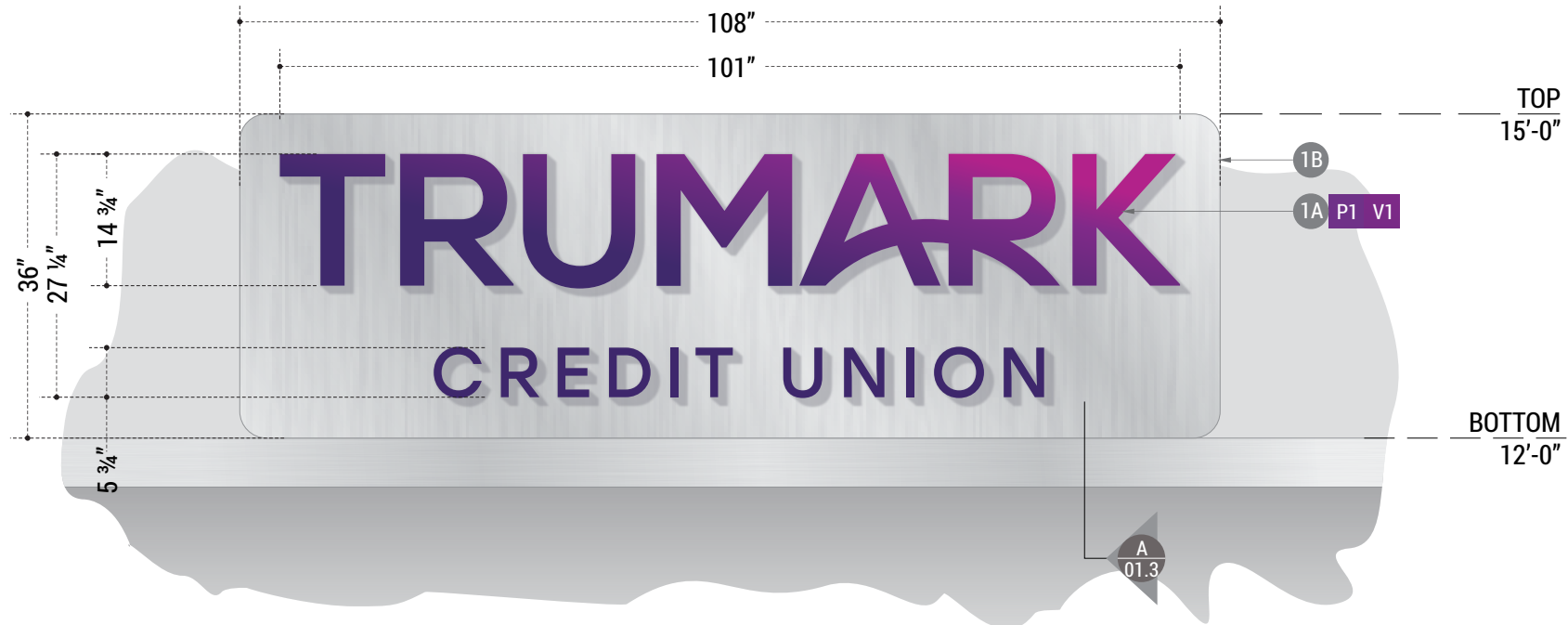
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OPTION 2

*SURVEY REQUIRED BEFORE FABRICATION TO VERIFY PROPOSED DIMENSIONS AND FIELD CONDITIONS



A ELEVATION
SCALE: 1:20

SIGN EXPOSURE
19.2 FT²



LED HALO-ILLUMINATION TO MATCH PURPLE OF NEW BRANDING.



NIGHT VIEW

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- 1B. 2 1/2" DEEP ALUMINUM PAN BACKGROUND. .090" PRE-GRAINED (VERTICAL) FACE WITH ALUMINUM ANGLE WITH RETURNS AND BACK PAINTED SILVER (P4). ALL EXPOSED MOUNTING HARDWARE PAINTED SILVER (P4).

MARKET STREET EXISTING BRANDING



NEW BRANDING



Trumark

1701 Market St.
Philadelphia, PA 19103

Project: 25-2257-TRUM

Face / Halo Lit Ch. Letters on Pan

Qty: 01

Fabrication Information:

PRODUCE NEW PAN WITH CHANNEL LETTER SET

Installation Information:

REMOVE EXISTING CABINET AT BUILDING AND DISCARD. INSTALL NEW

Paint

- P2 Dependable Purple (PMS 2627 C)
- P4 Satin - MP Brushed Aluminum (41-342)

Vinyl

- V1 Dig. Printed Perforated / Matte Lam

Rob Peters 12.01.25

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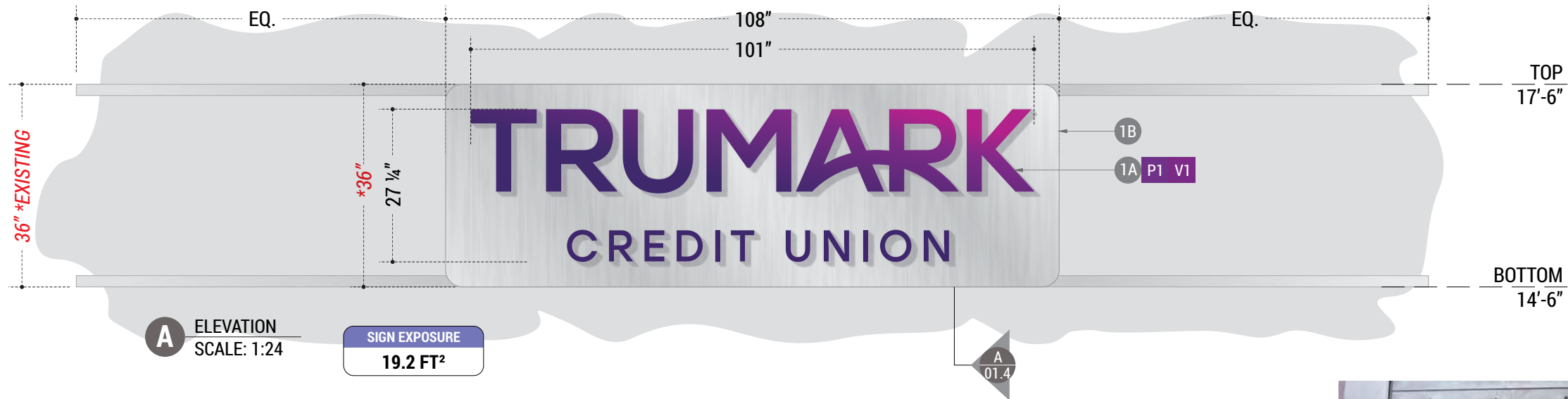
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01.1

*SURVEY REQUIRED BEFORE FABRICATION TO VERIFY PROPOSED DIMENSIONS AND FIELD CONDITIONS



A ELEVATION
SCALE: 1:24

SIGN EXPOSURE
19.2 FT²

A
01.4

**17TH STREET
EXISTING BRANDING**



LED HALO-ILLUMINATION TO MATCH PURPLE OF NEW BRANDING.



NIGHT VIEW



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TruMark

1701 Market St.
Philadelphia, PA 19103

Project: 25-2257-TRUM

Face / Halo Lit Ch. Letters on Pan Qty: 01

Fabrication Information:
PRODUCE NEW PAN WITH CHANNEL LETTER SET

Installation Information:
REMOVE EXISTING CABINET AT BUILDING AND DISCARD. INSTALL NEW IN SAME LOCATION TO PLACE

Paint

P1	Satin - Part. Purple (PMS 526 C)
P2	Satin - Dep. Purple (PMS 2627 C)
P4	Satin - Stock Metallic Silver
P5	Satin Latex - Stock Metallic Silver

Vinyl

V1	Transl. White - Dig. Printed / Matte Lam.
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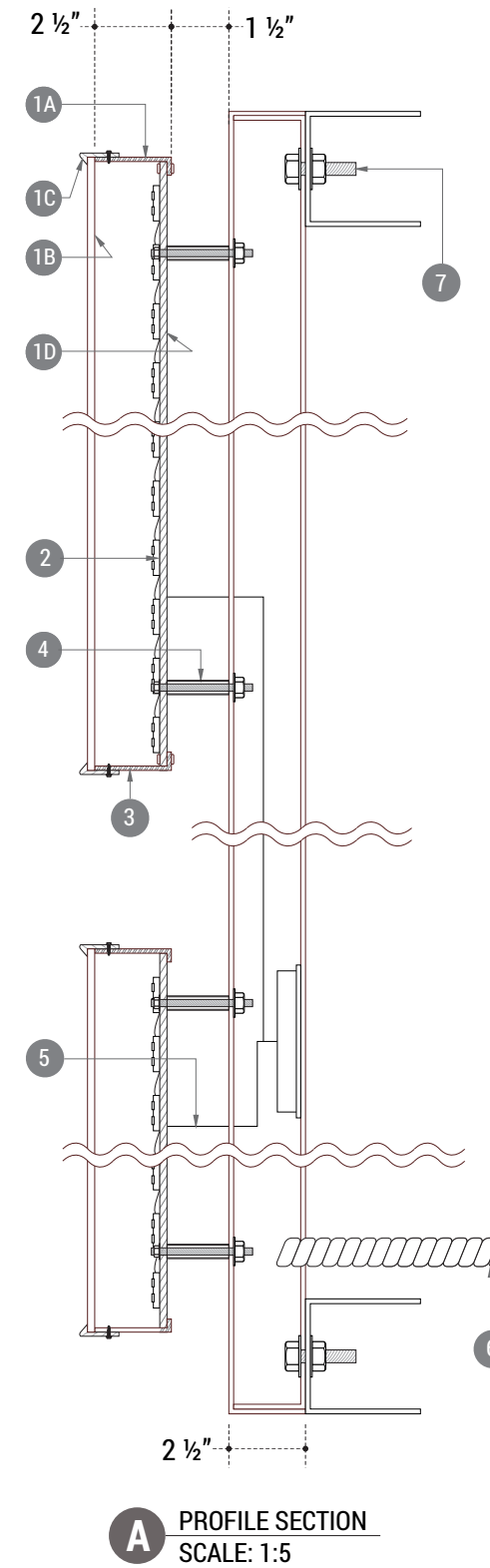


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- 3. WEEP HOLES
- 4. LETTERS STOOD OFF OF PAN VIA 1/4"-20 STUDS WITH SPACES. LETTERS THRU-BOLTED.
- 5. SECONDARY LEADS CARRIED THRU WALL TO REMOTE-MOUNTED POWER SUPPLY(S) IN UL LISTED HOUSING.
- 6. 120 V PRIMARY AT BOX LOCATION
- 7. SIGN ASSEMBLY SECURED TO EXISTING HORIZONTAL RAILS TOP AND BOTTOM VIA 3/8" THRU-BOLT APPLICATION AT 24" OC (10 ATTACHMENT POINTS TOTAL).



Rob Peters 12.01.25

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