

## Art Commission Review – Submittal Form

*(Applicant complete below section)*

**Project Name:** Park Towne Place Mural Banner

**Project Address:** 2200 Benjamin Franklin Parkway (East Tower) **On Public Property?**  Yes  No

**Total Budget:** 35,000 **Utilizing City Funds?**  Yes (specify amount): \_\_\_\_\_  No

**Project Type** (check all that apply):

- |  |  |
|--|--|
| <input type="checkbox"/> Building – New Construction or Addition | <input type="checkbox"/> Encroachment in/over ROW    |
| <input type="checkbox"/> Building – Renovation or Repair         | <input type="checkbox"/> Signage (Reconsideration)   |
| <input type="checkbox"/> Plaza/Park/Playground                   | <input type="checkbox"/> Streetery (Reconsideration) |
| <input checked="" type="checkbox"/> Public Art                   | <input type="checkbox"/> Other: _____                |

**Project Team:**

Agency/Org.: Mural Arts Philadelphia Design Lead (firm): Gina Triplett (Artist)

Other: \_\_\_\_\_

**Primary Contact for Project Communications:**

Name: Kate Jacobi

Affiliation: Mural Arts Philadelphia

Email: [REDACTED]

*(Art Commission staff complete below section)*

**Art Commission Meeting Date of Project Review:** 5/13/26

**Level of Review:**

Concept Review  Final Review If Final, specify date of preceding Concept Review: \_\_\_\_\_

Administrative Review (for projects with minimal visual impact on public realm)

**Staff Notes (Optional):**

Proposal located in Center City Overlay District - Parkway Buffer
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May 6, 2026

Philadelphia Art Commission  
One Parkway Building  
1515 Arch Street – 13<sup>th</sup> Floor  
Philadelphia, PA 19102  
Attn: Katherine Liss

On behalf of Mural Arts Philadelphia, I am requesting to be placed on the agenda for the May meeting to be held on May 13, 2026. I am submitting this letter for a project with Park Towne Place for a mural scrim that is to be located on the East building of their campus at 22nd & the Benjamin Franklin Parkway. This mural project is aiming to celebrate the connection to nature and the parks within the vicinity and honor some of the arts and cultural institutions. We are seeking a “final review” for this project.

I have attached photos of the wall which faces Center City as well as the mock-up rendering of the proposed design to be located at this building. The mural will be fabricated on a 16’ x 100’ vinyl banner scrim material that allows wind to pass through it still. Roe Fabricators will be both the fabricator and installer and they installed a previous banner at this same site/wall in 2017 that the Art Commission reviewed.

If you have any questions or require any additional information, please call me at 610-299-2301 or email at [kate.jacobi@muralarts.org](mailto:kate.jacobi@muralarts.org).

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kate Jacobi', is written over a light blue circular stamp.

Kate Jacobi  
Senior Project Manager  
Community Projects & Restorations



**The Art of Nature Mural Banner Project**  
**at Park Towne Place**

Project Partner: Park Towne Place

Mural Name: *The Art of Nature*

Address: 2200 Benjamin Franklin Parkway (East Tower)

Project Manager: Kate Jacobi

Lead Artist: Gina Triplett

**Project Description:**

Mural Arts Philadelphia has worked with Park Towne Place in the past (2017) to install a 16' x 100' banner (mesh vinyl scrim) on the East Tower of their campus. This spring, we will be doing a new banner to highlight and celebrate the connections of art and nature at this spot along the Parkway. The mural design has many local flora and fauna elements included as well as references to still life artworks and styles of art found among the arts institutions along the Parkway. Full artist statement attached at the end.

**Mural Location:**

The east facade of the East Tower at the Park Towne Place campus at 22nd & the Parkway will be the mural banner's location, and the banner will be on the right side only of that particular wall. It faces Center City and is visible both from the highway and Parkway/pedestrian level.

**Installation Plan:**

The mural design will be fabricated off-site by Roe Fabricators and onto a vinyl mesh scrim material that is used for tall banners like this and allows for wind to pass through. The mural banner will be up for 4 years total (unless there is a need for earlier removal). Roe's team will install the banner using swingstage scaffolding and also did the prior banner at this same site/wall in 2017.



**Project Timeline:**

Spring/April-May 2026	Mural research and design
May 13, 2026	Art Commission review
Mid-to-late May 2026	Mural design prep/digitization hand off to Roe
Mid-June 2026	Banner is installed on wall
Mid-July 2026	Mural dedication event

**Project Budget:**

\$35,000 (funded by a grant from the Philadelphia Funder Collaborative)

Budget specifics:

Design Phase	\$5,000 - planning/research and design labor
Production Phase	\$11,000 - production by fabrication team
Installation Phase	\$12,500 - installing banner on the wall
Deinstallation Phase	\$6,500 (cost to remove banner in 4 years)



## Park Towne Mural Project / Gina Triplett Artist Statement

This concept approaches stewardship through a contemporary interpretation of historical still life painting. It uses a vertical composition that aligns with the banner format and emphasizes upward movement and growth. At the center is a bouquet that acts as an ecosystem, combining plant and animal species native to the Philadelphia region.

The piece draws directly from local environments, like the Schuylkill River and Fairmount Park, and connects those natural systems to the surrounding cultural corridor, including nearby museums and public spaces. Visually, the design prioritizes clarity and impact at a distance, with bold shapes and strong contrast, while still allowing for more detailed elements to emerge at a closer range. It's intended to work across different viewing conditions and speeds, creating something that is immediately legible but also holds attention over time.

The mural's structure and some of its subjects are inspired by Dutch still lifes in the collection of the Philadelphia Museum of Art, as well as the work of the Peale family, who loom large in Philadelphia's artistic lineage. The subjects are flora and fauna native to the region, transforming a historic bouquet into a living portrait of local ecosystems. This connection reflects the museum corridor to the Schuylkill River, Fairmount Park, and their role as a vital bridge between urban cultural spaces and the surrounding natural environment.

The mural connects with different audiences in different ways:

- The dark background nods to traditional still life painting while also providing strong contrast for quick visual legibility particularly for runners, cyclists and drivers who will experience the mural in passing.
- A clear hierarchy of contrast allows some elements to stand out immediately, while others recede slightly, rewarding sustained or repeated viewing.
- The subjects are simplified to enhance legibility, while also referencing regional folk art traditions, combined with a contemporary sensibility akin to synthetic abstraction.
- The piece has a bold, celebratory tone. Certain floral forms (such as bee balm) loosely reference fireworks, subtly acknowledging the upcoming 250th anniversary.
- The composition embraces its verticality by guiding the eye upward, leaving viewers with a sense of uplift and connection to the surrounding cultural and natural spaces. Inspiration as a reminder of why we value stewardship of our shared treasures.

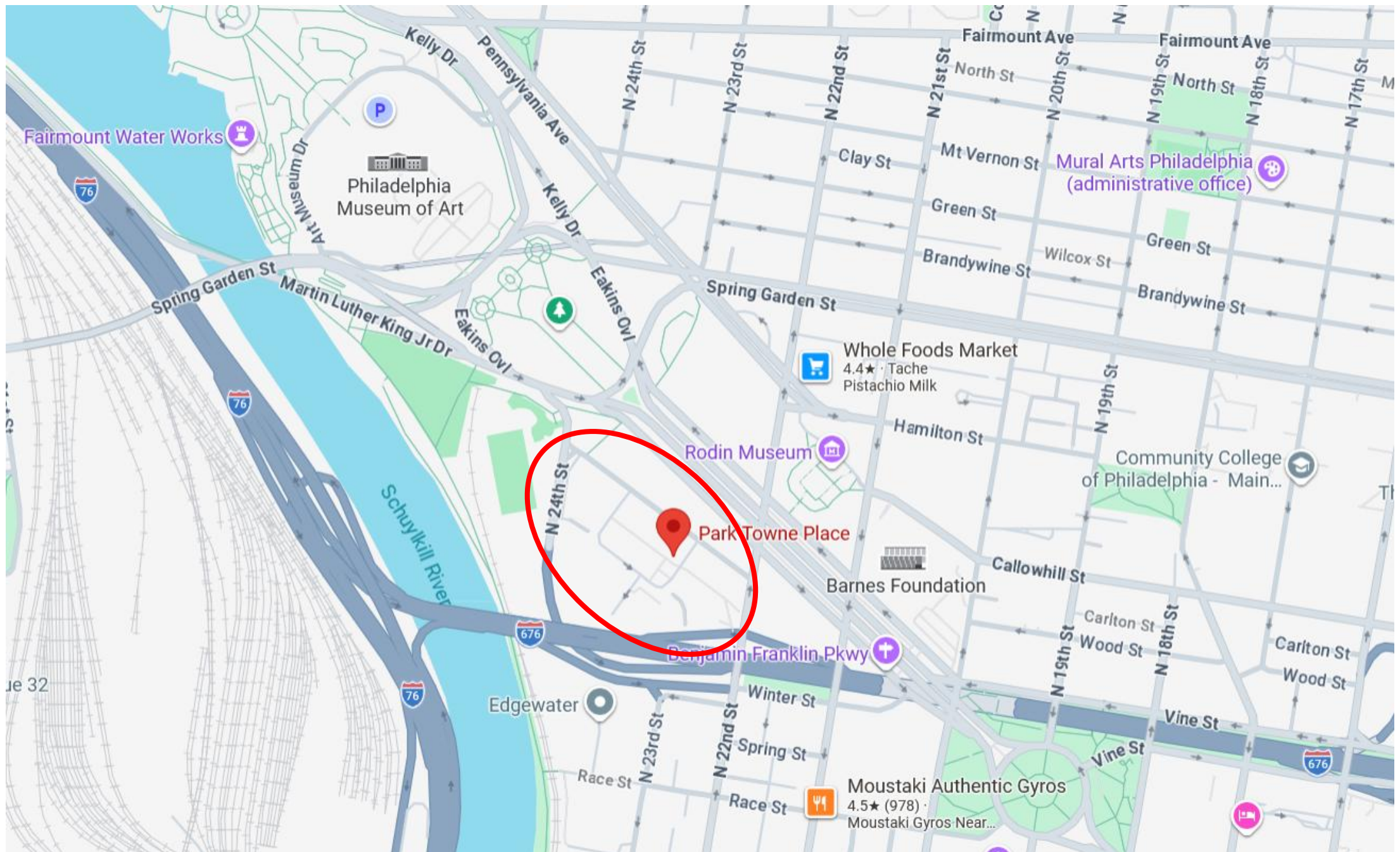


Below is a list of native flora and fauna included:

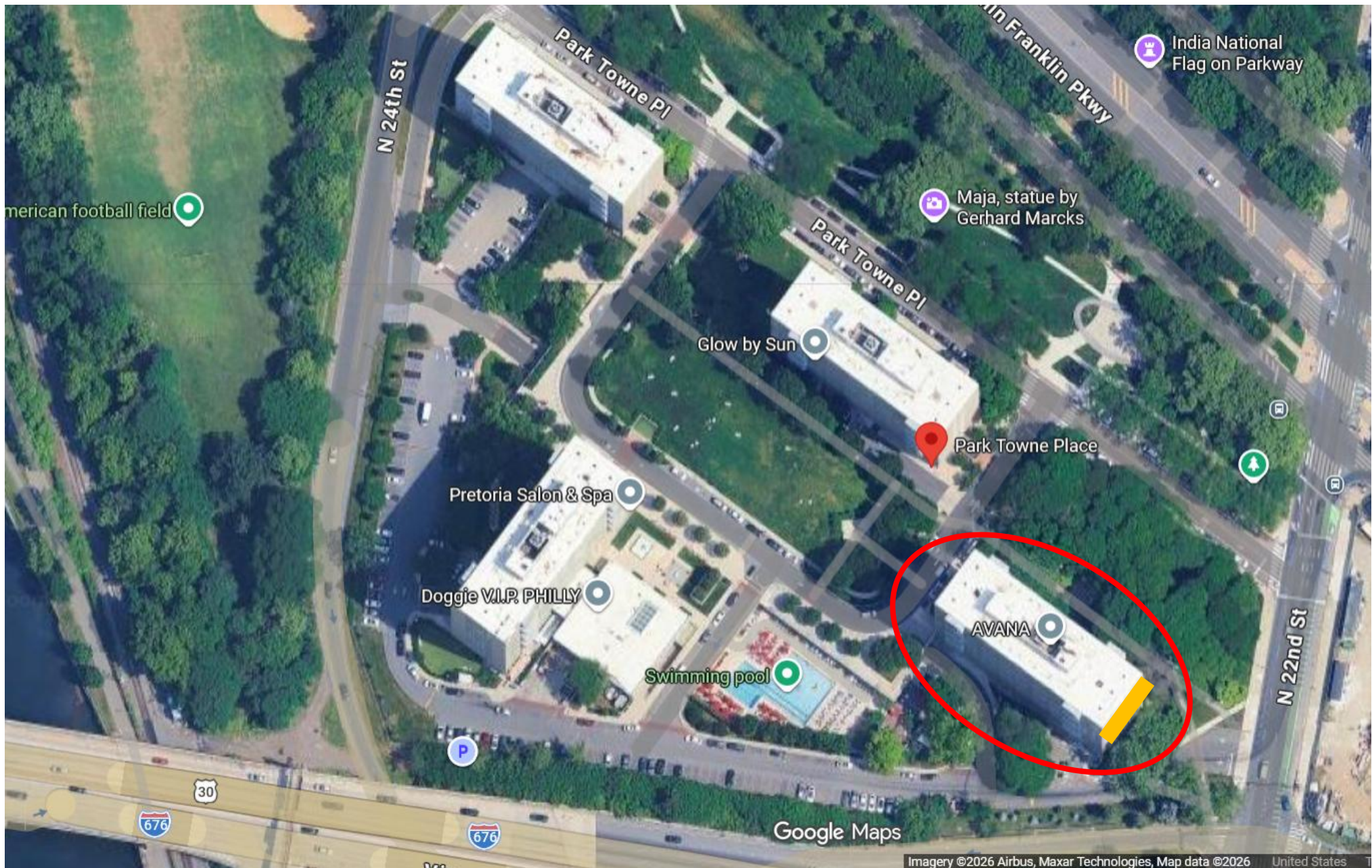
- Coneflower
- Aster
- Eastern Bluebird
- American Sycamore Pod
- Joe-Pye Weed
- Luna Moth
- Tulip Tree Leaf
- Acorns
- Goldenrod
- Red Maple
- May Apple
- Trumpet Vine
- Black Eyed Susan
- Ruby Throated Hummingbird
- Southern Magnolia
- BeeBalm
- Eastern Bumble Bee
- Eastern Tiger Swallowtail
- Swamp Milkweed

**Mural Arts Philadelphia**  
**Park Towne Place Project**  
*The Art of Nature* Mural Banner

Project Manager: Kate Jacobi  
Artist: Gina Triplett



Site map of the Parkway vicinity around Park Towne Place's campus



Park Towne Place's campus of four buildings - East Tower is to the right and mural wall is shown in orange



Surrounding area of Park Towne Place's East Tower on N 22<sup>nd</sup> St



East Tower building – east façade / banner outline 16' x 100'





Surrounding area of Park Towne Place's East Tower adjacent to the Parkway



East Tower building – east façade / banner outline 16' x 100'

