

ADDRESS: 6701-19 N BROAD ST

Proposal: Install signage

Review Requested: Final Approval

Owner: Broad Street Professional Building, L.P.

Applicant: Stephanie Rumer Potts, Permex

History: 1923, Oak Lane Trust Company Bank, McLanahan & Bencker. Addition, 1926, Ralph Bencker

Individual Designation: 12/13/2024

District Designation: None

Staff Contact: Dan Shachar-Krasnoff, daniel.shachar-krasnoff@phila.gov

OVERVIEW: The application for the Divine Light Behavioral Health Center proposes installing raceway mounted channel letter signs on the east and west facades of the historic building at 6701-19 N. Broad Street. The letters include internal LED lighting. The company's red and blue logo is proposed where clocks were originally located on three sides above the entry and in the middle of the east and west facades. The clocks were not extant at the time of designation. The wedge-shaped building was constructed in 1923 for the Oak Lane Trust Company Bank with an addition in 1926.

SCOPE OF WORK:

- Install illuminated channel signs on the south, east and west facades

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 shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*
 - The application does not specify how the fasteners anchoring the signs will be installed in the façade. Installing metal fasteners in the stone façade could lead to spalling, cracking, and other damage.
 - The scale of the signs, which is very large, is incongruent with the historic facades.

STAFF RECOMMENDATION: Denial, pursuant to Standard 9.



Figure 1: Location of 6701-19 N Broad St



Figure 2: Looking north on Broad St. 6701-19 N Broad St (center).



Figure 3: Looking north on Old York Rd with 6701-19 N Broad St (left).



Figure 4: Looking north on N Broad St. with 6701-19 N Broad St (right).



Figure 5: Oak Lane Trust Company Bank, 1924.

Divine Light Behavioral Health Center

Address: 6701 N. Broad St., Philadelphia, PA 19126

Signage Overview:

FRONT - 125" Width



Broad Street Side - 172' Width



Old York Street Side - 198' Width



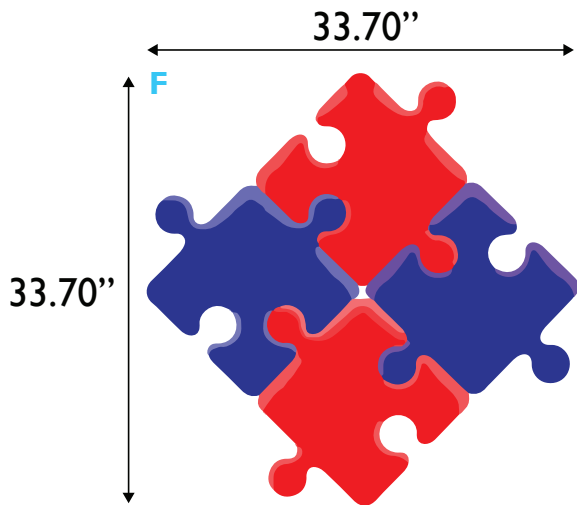
Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted • Divine Light B.H.C.

Qty 2 - One for each side of the building



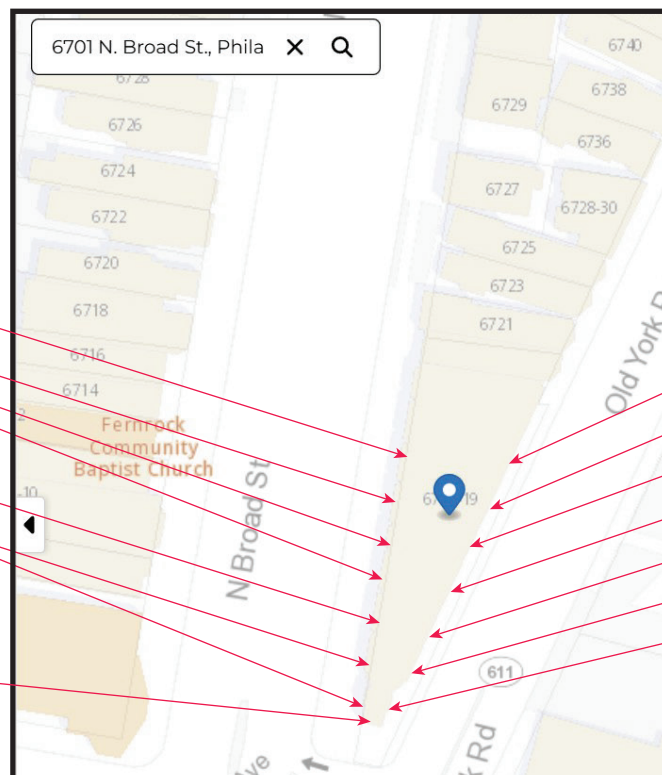
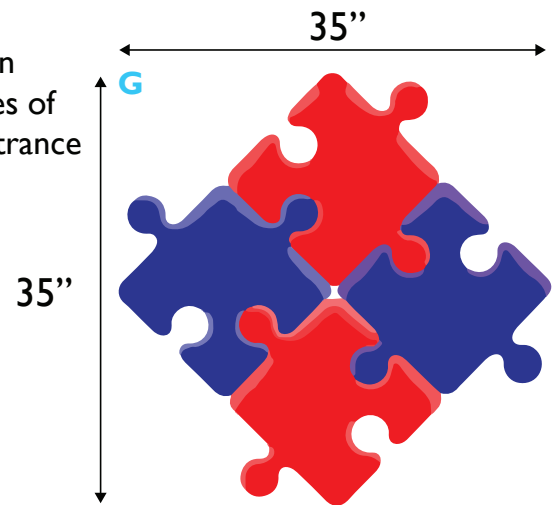
Front-lit Plex Face Channel Letters w/LED - Raceway Mounted - Divine light B.H.C.

Qty 2 - One for each side of the building



Qty 3

To go inside the circles on all three faces of the front entrance



N. Broad Street Side

7 Signs:

- 1-Divine
- 2-Light
- 3-Behavioral
- 4-33.7" Puzzle Piece
- 5-Health
- 6-Center
- 7-35" Puzzle Piece

Front of Building

1 Sign:

- 1-35" Puzzle Piece

Total Holes Needed For Mounting Signs: 65

N. Broad Street Side
7 Signs:

- 1-Center
- 2-Health
- 3-33.7" Puzzle Piece
- 4-Behavioral
- 5-Light
- 6-Divine
- 7-35" Puzzle Piece

A Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted
SCALE: 1:50 • For Production / For Presentation

QUANTITY: 2
Overall Height: 22.9"
Overall Length: 101.18"
Total Sqft.: 16.09 Sqft per Sign / 32.18 Sqft for Qty 2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay

DIVINE

Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:
• **WHITE interiors for increased illumination**
• **All Paint two-stage automotive acrylic**

B Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted
SCALE: 1:50 • For Production / For Presentation

QUANTITY: 2
Overall Height: 22.9"
Overall Length: 88.17"
Total Sqft.: 14.02 Sqft per sign / 28.04 Sqft for Qty 2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay

LIGHT

Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:
• **WHITE interiors for increased illumination**
• **All Paint two-stage automotive acrylic**

C Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted

SCALE: 1:50 • For Production / For Presentation

QUANTITY: 2
Overall Height: 22.9"
Overall Length: 175.80"
Total Sqft.: 27.96 Sqft per sign / 55.92 Sqft for Qty 2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay

BEHAVIORAL

Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:

- **WHITE interiors for increased illumination**
- **All Paint two-stage automotive acrylic**

D Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted

SCALE: 1:50 • For Production / For Presentation

QUANTITY: 2
Overall Height: 22.9"
Overall Length: 112.25"
Total Sqft.: 17.85 Sqft per sign / 35.70 Sqft for Qty2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay

HEALTH

Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:

- **WHITE interiors for increased illumination**
- **All Paint two-stage automotive acrylic**

E Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted

SCALE: 1:50 • For Production / For Presentation

QUANTITY: 2
Overall Height: 22.9"
Overall Length: 115.60"
Total Sqft.: 18.38" Sqft per sign / 36.76 Sqft for Qty 2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay

CENTER

Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

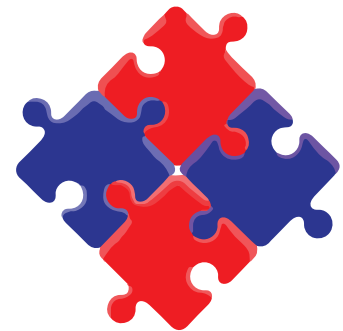
Notes:

- **WHITE interiors for increased illumination**
- **All Paint two-stage automotive acrylic**

F Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted

SCALE: 1:20 • For Production / For Presentation

QUANTITY: 2
Overall Height: 33.70"
Overall Length: 33.70"
Total Sqft.: 7.89 Sqft per sign / 15.78 Sqft for Qty 2
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay



Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:

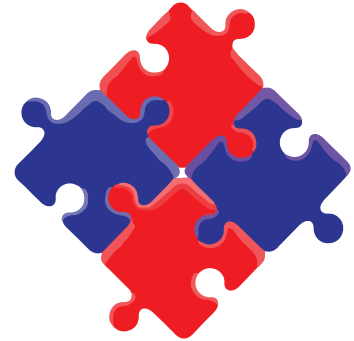
- **WHITE interiors for increased illumination**
- **All Paint two-stage automotive acrylic**



Front-Lit Plex-Face Channel Letters w/LED • Raceway Mounted

SCALE: 1:20 • For Production / For Presentation

QUANTITY: 3
Overall Height: 35"
Overall Length: 35"
Total Sq.Ft.: 8.51 Sqft per sign / 25.53 for QTy 3
Returns: Tan
Trimcap: 1" Black
Face: 3/16" LD Acrylic Faces
First-Surface
Translucent Vinyl: Digital Print Overlay



Raceway: .063 Aluminum SWP Match
Illunination: White • 1w LED
Holes Needed: 4-5 3/8" Holes Drilled per Sign

Notes:

- **WHITE interiors for increased illumination**
- **All Paint two-stage automotive acrylic**

