



Sign & Streeter Committee Report

Wednesday, May 20, 2026 - 9:30 AM

The Philadelphia Art
Commission
Established 1911

Katherine Liss, AIA, AICP
*Director of Philadelphia
Art Commission*

Raed Nasser
Chairperson

Carmen Febo San Miguel
Vice Chairperson

Marni Burns, RLA, ASLA
Matthew Kenyatta
Troy Leonard, AIA
James Lowe
Rebecca Segall

Sign and Streeter Committee

Shannon Garrison
Philip Green
Troy Leonard, AIA
Raed Nasser

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

One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102

215-683-4636

www.phila.gov/departments/philadelphia-art-commission/

Sign Applications

First Reviews:

1. 106-26

Philadelphia Museum of Art – Parking Signage

2500 Spring Garden Street
SP-PO-A /CTR Center City Overlay District – Independence Hall Area

Recommendation for APPROVAL

The proposal is for two (2) 30” x 85” non-illuminated freestanding double-sided wayfinding signs directing museum visitors around the parking area.

Remarks: The Committee recommended the signs be approved, suggesting minor adjustments to better emphasize the wayfinding function. The applicant submitted revisions following the meeting incorporating Committee suggestions to make the arrow more prominent and remove fine print text. The Committee also had concerns about how the pricing would be updated on the sign in the future, suggesting that the applicants consider how the design of this portion of the sign would accommodate future updates tastefully.

2. 107-26

Pat’s King of Steaks – Freestanding Wayfinding Signage

1301 E Passyunk Avenue
CMX-2.5; Signage Encroachment in the Right-of-Way

Recommendation for APPROVAL

The proposal is for a 40” x 6” x 78” double-sided wayfinding map display case to be located at the corner of Passyunk Ave. and Wharton St. The sign case will include a solar-paneled canopy that will provide nighttime illumination.

Remarks: The applicant confirmed the map case will be maintained by East Passyunk Avenue Business Improvement District.

3. 108-26

Zac’s Halal

104 S 18th Street

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



Recommendation for APPROVAL

The proposal is for a 16' x 2'-6" red illuminated channel letter sign reading "ZAC'S HALAL" with a list of food items underneath.

Remarks:

The Committee requested the business name be placed on a single line of text, which would also result in widening the sign to better fit the width of the sign band. The applicant submitted revisions following the meeting consistent with this request.

4. 98-26

IL Gusto Italian Cuisine

114 Chestnut Street

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

Recommendation for APPROVAL

The proposal is for a non-illuminated awning sign reading "IL Gusto" in white lettering on the top portion of the awning and "BYOB Italian Cuisine BYOB" in white lettering on the awning valence.

Remarks: The Committee appreciated the overall design, while suggesting the applicant consider resizing the olive graphics for a more symmetrical design.

5. 94-26

Madis Coffee Roasters

210 S 12th Street

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

Recommendation for APPROVAL

This proposal is for a 9'-5" x 2' illuminated channel letter sign reading "MADIS COFFEE ROASTERS".

Remarks: The Committee appreciated the overall design.

6. 109-26

Oroshi Sushi

425 S Broad Street

Zoning: CMX-4; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for APPROVAL

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Proposal is for a 14'-8" x 3' illuminated flat wall sign consisting of an aluminum black backboard with olive green lettering and supporting logos.

Remarks:

The Committee appreciated the color palette. The Committee also noted the rendering looked a little stretched in the proposal and requested that it be ensured the sign is aligned within the window and door frames.

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