

ADDRESS: 1319-25 MARKET ST

Proposal: Install signage

Review Requested: Final Approval

Owner: Granite Penn Square LLC

Applicant: Eileen Quigley, Ballard Spahr LLP

History: 1930; Market Street National Bank; Ritter & Shay, architects

Individual Designation: 12/18/1985

District Designation: None

Staff Contact: Allyson Mehley, Allyson.Mehley@phila.gov

OVERVIEW: This application proposes hotel signage and lighting at the former Market Street National Bank, now Marriot Residence Inn, at 1319-25 Market Street. The fabric banner signage is proposed for three locations on the historic building. Two of the sign banners would be located at the corner of Market and Juniper Streets. A third banner sign would face Juniper Street at the corner of Commerce and Juniper Streets. The signage would be 20 feet tall by three feet wide and connected to hardware installed into mortar joints. Additional signage would be incorporated into the existing contemporary awning located above the hotel's main entrance on Juniper Street. It would be channel letters on a black metal curved band. The existing awning was approved by the Historical Commission. Uplighting is also proposed on the awning and on the building ledge under the banner signs.

SCOPE OF WORK:

- Install signage and lighting.

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 will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*
 - The proposed fabric banner signs could be compatible with the historic building and meet Standard 9 if their size and scale were reduced. Installing the signage hardware into the mortar joints would prevent damage to the terra cotta, and therefore meets Standard 9
 - The proposed sign for the existing awning is compatible with the contemporary awning and historic building in its materials, features, size, scale, and massing, and therefore meets Standard 9. The incorporated uplighting on the awning also meets Standard 9.
 - The installation of the proposed uplighting on the terra cotta ledge below banner lighting could meet Standard 9, if the installation does not alter or harm the historic materials. Additional drawings and information should be submitted showing this part of the scope of work.
- *Standard 10: New additions and adjacent or related new construction will be undertaken in such manner that, if removed in the future, the essential form and integrity of the historic property and its environment will be unimpaired.*
 - Installing the proposed signage hardware into mortar joints would allow this change to be reversible and therefore satisfy Standard 10.

STAFF RECOMMENDATION: Denial, pursuant to Standards 9 and 10.

1735 Market Street, 51st Floor
Philadelphia, PA 19103-7599
TEL 215.665.8500
FAX 215.864.8999
www.ballardspahr.com

Eileen Quigley, Esq.
Tel: 215.864.8720
Fax: 215.864.8999
quigleye@ballardspahr.com

June 8, 2026

Via Electronic Mail

Jonathan E. Farnham, Ph.D.
Executive Director
Philadelphia Historical Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
preservation@Phila.gov

Re: 1319-25 Market Street - Proposed Signs

Dear Dr. Farnham:

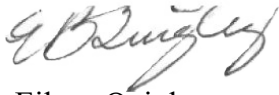
We are writing on behalf of our client, Granite Penn Square, LLC (the “Applicant”), with regard to the installation of proposed signs and lighting on the exterior of the existing building known as the Marriott Residence Inn (the “Application”). The Application involves the installation of three (3) fabric banners, marquee signage, and lighting to be installed on the top of the ledge to softly illuminate the lower floors. The enclosed sign plans show three (3) fabric banners, with matte finish, black background and white and red lettering to be installed on the façade of the building with bolt fasteners placed in the grout, not the historic fabric, to preserve the building fascia. The banners are located as follows: two (2) fabric banners to be installed on either corner of the building along East Penn Square, and one (1) banner to be installed at the corner of the building at Market Street. The three (3) banners will provide much-needed name recognition and building identification signs on the hotel which is located on a busy street with many other high-rise buildings and hotels. The banners measure 240” high by 36” wide, and will be uplit, with lighting installed on the ledge directly below the banners. Currently there are three (3) small plaques that are in the same location as the proposed banners, and while there is no immediate plan to remove these three plaques, Applicant is happy to discuss possible removal if necessary. Signage is also being proposed for installation on the existing marquee located at the main entrance to the hotel on East Penn Square to provide building identification and name branding for the hotel entrance. The marquee signs will be internally illuminated and measure 16” high. The proposed lighting will be installed on the top of the ledge, outside of view from the public and without impacting historic fabric.

We are submitting along with this letter a building permit application and sign plans. We respectfully request this Application be placed on the upcoming agenda for consideration by

Jonathan E. Farnham, Ph.D.
June 8, 2026
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the Architectural Committee and for final approval of the Historical Commission. If you have any questions or would like to discuss, please contact me directly.

Very truly yours,

A handwritten signature in cursive script, appearing to read "E. Quigley".

Eileen Quigley

EQ

Enclosures



Construction Permit Application

Use this application to obtain permits for a residential or commercial construction proposal and/or excavation projects.
Mechanical / Fuel Gas, Electrical, Plumbing, and Fire Suppression trade details are found on page 2.

Property Information

Identify the location of work for the permit(s).

If the activity will take place in a specific building, tenant space, floor level, or suite, note that detail in the 'Specific Location' field. If applicable, list PR#.

1

Parcel Address: _____

Specific Location: _____

Check box if this application is part of a project and provide the project number: **PR-20** - _____

Applicant Information

Identify how you are associated with the property.

Licensed professionals include design professionals, attorneys, and expeditors. A tradesperson must have an active Philadelphia license for their trade or hold a PA Home Improvement Contractor Registration.

2

I am the: Property Owner Tenant Equitable Owner Licensed Professional or Tradesperson

Name: _____ Company: _____

Address: _____

Email: _____ Phone No.: _____

Property owner Information

Identify the deeded property owner.

If there was a recent change of ownership, documentation such as a deed or settlement sheet is required.

*If the property owner is a 'company', identify the contact information for any natural person with more than 49% equity interest in the property. If no individual has such an interest, provide contact information of at least two (2) natural persons with the largest equity interest in the property.

3

The property owner is a/an: Individual Company*

Owner (1)

Name: _____ Check box if new owner is being listed

Address: _____

Owner (2)

Name: _____

Address: _____

Design Professional in Responsible Charge

Identify the PA-licensed design professional who is legally responsible.

4

Name: _____ Firm: _____

PA License No.: _____ Phila. Commercial Activity License No.: _____

Email: _____ Phone No.: _____

Project Scope

Use this section to provide project details; all fields are mandatory.

(a) Choose the proposed occupancy of the entire building. If not one-or-two-family, provide a description of group(s) per code.

(b) Identify if the project will be new construction, an addition, interior/exterior alterations, excavation or shell.

(c) List the site area that will be disturbed by construction, if any. Enter 'zero' if no disturbance.

(d) Note the new floor area created, including basements, cellars, and occupiable roofs. Where existing areas will be altered, list those areas separately.

(e) State the number of new or affected stories.

(f) Provide a detailed description of the work proposed (use separate sheet if needed).

(g) Select all conditions that apply to this project (if any).

* Provide the associated Streets Review number if "Project Impacts Streets / Right-of-Way" is selected.

** If 'Yes' is selected, an Owners' Acknowledgement of Receipt form must be provided for each affected property.

5

(a) **Occupancy** Single-Family Two-Family Other, please describe: _____

(b) **Scope of Work** New Construction Excavation Addition / Alteration Shell (No Fit Out) - *Option for Commercial Permits Only*

(c) **Earth Disturbance** Area of Earth Disturbance: _____ (Sq. Ft.)

(d) **Building Floor Areas** New Floor Area: _____ (Sq. Ft.) Existing Altered Area: _____ (Sq. Ft.)

(e) **Number of Stories** _____

(f) **Description of Work** _____

(g) Project Conditions

- New High Rise Green Roof Included Initial Fit-out of Newly Constructed Space
 Modular Construction Façade Work Project Impacts Streets/Right-of-Way*
 Project Impacts Adjacent Property**

* Provide the associated **Streets Review** number for this project, if applicable: **SR-20** _____

** This project includes work described below: Yes No

- Excavation work more than 5 feet below adjacent grade and within 10 feet of an adjacent building or structure.
- Excavation or construction work where historic structure is within 90 feet on the same or adjacent parcel.
- Structural alterations of a historic structure (excluding one-or-two family dwelling).
- Modifications to a party wall, including joist replacement, and additions.
- Severing of structural roof or wall covering spanning properties.



Project Details, Other Permits & Contractor Information

Use this section to provide project details, pre-requisite approvals and applicable contractor information.

(a) Choose all disciplines of work for which permits are being requested.

- If 'Building' is not requested, provide the number of the associated permit that was previously issued (where applicable).
- If a Zoning Permit was issued for this work, provide the related Zoning Permit number.

(b) Identify the general contractor and estimated cost of building construction.

(c) Identify the licensed excavation contractor and estimated cost of excavation work.

(d) Identify the mechanical contractor, estimated cost of mechanical work, equipment type, and quantity as:

- Number of registers/diffusers (separate new / relocated)
- Number of appliances
- Number of Type I / Type II kitchen hoods

Where fuel gas work is included, note the estimated cost of fuel gas work.

(e) Identify the licensed electrical contractor, estimated cost of electrical work, and a registered third-party electrical inspection agency.

(f) Identify the registered master plumber, estimated cost of plumbing work, number of fixtures, and check location of work as:

- Interior
- Exterior Drainage and/or Water Distribution

(g) Identify the licensed fire suppression contractor, estimated cost of fire suppression work, and number of devices:

- Sprinkler Heads (separate new / relocated quantities)
- Standpipes
- Fire Pumps
- Stand-alone Backflow Prevention Devices
- Kitchen Extinguishing Systems
- Hydrants

***ROUGH-IN NOTICE:** If you are seeking a rough-in permit, an application for plan review must be submitted already.

(h) Provide the total improvement cost for residential (including multi-family alterations and additions).

Check the box if your project is excluded from real estate tax exemption and exempt from Development Impact Tax.

Declaration & Signature

All provisions of the Philadelphia Code and other City ordinances will be complied with, whether specified herein or not. Plans approved by the Department form a part of this application. I hereby certify that the statements contained herein are true and correct to the best of my knowledge and belief. I further certify that I am authorized by the owner to make the foregoing application, and that, before I accept my permit for which this application is made, the owner shall be made aware of all conditions of the permit. I understand that if I knowingly make any false statements herein, I am subject to such penalties as may be prescribed by law or ordinance, inclusive of the penalties contained in 18 Pa. C.S. § 4904.

Applicant Signature: Eileen Quigley, Esq./EQ - Attorney for Applicant

Date: _____/_____/_____

(a) Check all that apply:

- Building Excavation Mechanical & Fuel Gas Electrical Plumbing Fire Suppression

Provide the associated Construction Permit number, if applicable: **RP or CP – 20** _____ - _____

Provide the associated Zoning Permit number for this construction, if applicable: **ZP – 20** _____ - _____

Note: Trades listed below (d, e, f, and g) are mandatory for all residential new construction jobs.

(b) General Building Construction Contractor Information

Name: _____ Cost of Building Work: \$ _____

License Number: _____ Phone: _____

(c) Excavation Work & Contractor Information

Name: _____ Cost of Excavation Work: \$ _____

License Number: _____ Phone: _____

(d) Mechanical / Fuel Gas Work & Contractor Information

Name: _____ Cost of Mechanical Work: \$ _____

License Number: _____ Cost of Fuel Gas Work: \$ _____

Equipment Types: Registers / Diffusers Appliances Hoods Phone: _____

Equipment Details & Quantities: _____

(e) Electrical Work & Contractor Information New Installation Alteration *Rough-In

Name: _____ Cost of Electrical Work: \$ _____

License Number: _____ Phone: _____

Third Party Inspection Agency Name: _____

(f) Plumbing Work & Contractor Information New Installation Alteration *Rough-In

Name: _____ Cost of Plumbing Work: \$ _____

License Number: _____ Phone: _____

Number of Fixtures: _____

Check one: Interior Work Exterior Building Drainage Exterior Water Distribution:
line size: _____ (in.)

(g) Fire Suppression Work & Contractor Information New Installation Alteration *Rough-In

Name: _____ Cost of Fire Supp. Work: \$ _____

License Number: _____ Phone: _____

Sprinkler Heads: _____ Standpipes: _____ Fire Pumps: _____

Commercial Kitchen Systems: _____ Backflow Devices: _____ Hydrants: _____

(h) Total Improvement Cost: \$ _____ (The total improvement cost must also include the cost of all electrical, plumbing, mechanical, fire suppression systems work, and interior finishes)

- Check box if your project is excluded from real estate tax exemption and exempt from Development Impact Tax** (Review OPA's website for tax abatement information at: <https://www.phila.gov/services/property-lots-housing/property-taxes/get-real-estate-tax-relief/get-a-property-tax-abatement/>)

Residence INN[®]

BY MARRIOTT

Center City Philadelphia Proposal Package

Philly
Signarama[™]
The way to grow your business.

101 East Luzerne Street Philadelphia, PA 19124

Phone: (215) 333-3337 Fax: (215) 333-7442

design@signaramaphilly.com | www.signaramaphilly.com

PROPOSED PROJECT:

Residence INN
BY MARRIOTT

LOCATION ADDRESS:

One E Penn Square
Philadelphia, PA 19107

OWNER / GC CONTACT INFO:

Jose Toro
<jtoro@g-holdings.com>

DATE / REVISIONS: #10

06/05/2026

SHEET: 1 of 1

**PROPOSAL
DRAWING**

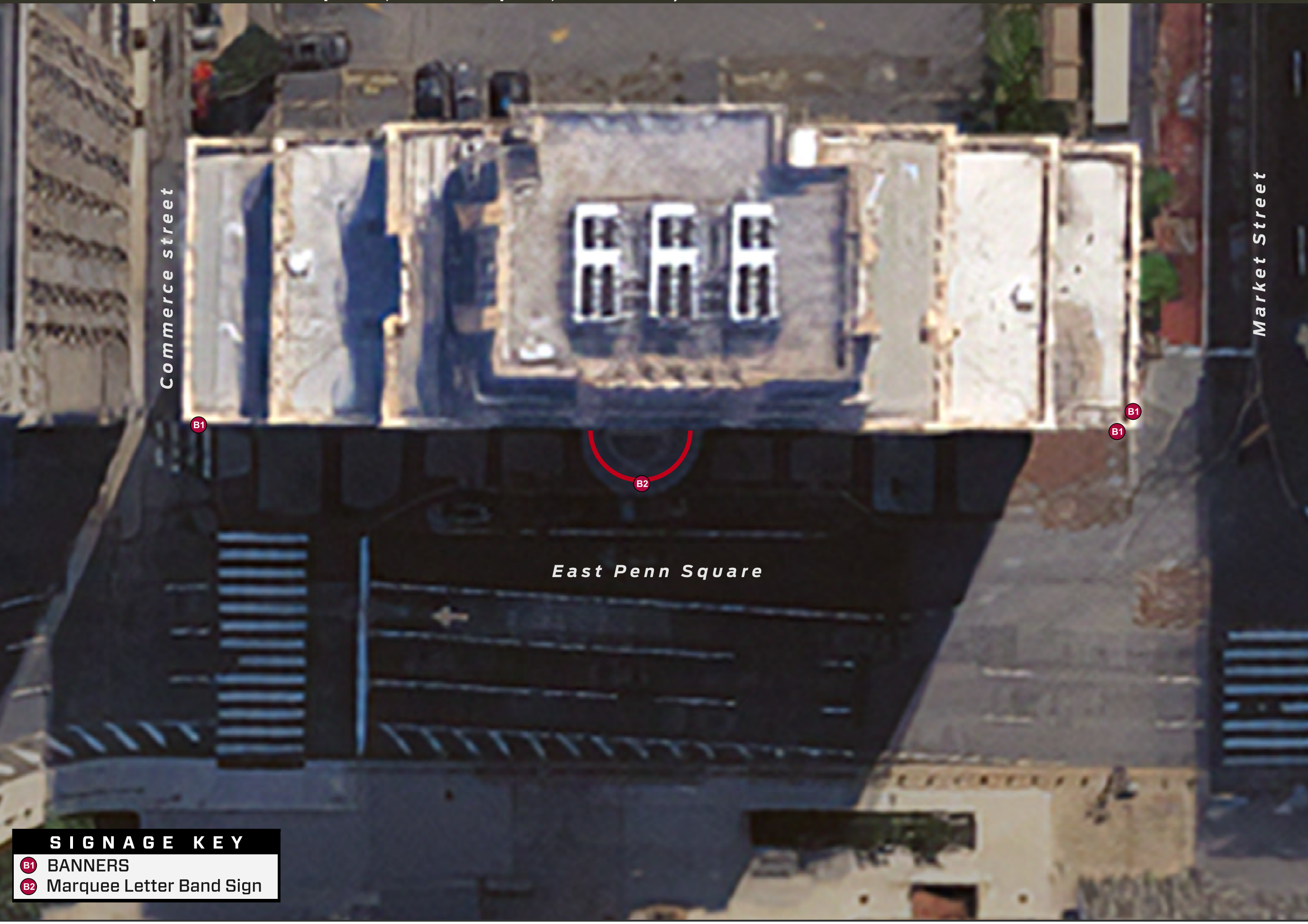
DESIGN CRITERIA PA

CODE: IBC 2021 | ASCE 7-16
Snow Load: Ground Snow Load - Pg = 38 lb/ft.
Snow Exposure Factor Ce = 0.9 for fully exposed
Snow Load Importance factor I = 1.0
Thermal factor Ct = 1.2 (for Unheated structure)
Wind Loads:
Basic Wind Speed V = 125 mph
Risk Category III
Topographic Factor Kzt = 1.0
Wind Exposure Category = C (Assumed open terrain),
Force Goel Cf =
0.5 to 2.0 depends on the shape and dimension of the sign.
Wind Directionality Factor Kd = 0.85 | Gust Factor G = 0.85

COLORS SPEC:

NOTE: Owner is responsible to provide access hole or entryway leading to sign, inside/behind wall sign area, and large enough for technician to enter and complete all wiring work necessary. FUTURASIGNS technicians are NOT authorized for this construction work. Additional fees WILL be billed when FUTURASIGNS provides.

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SIGNAGE KEY

- B1 BANNERS
- B2 Marquee Letter Band Sign

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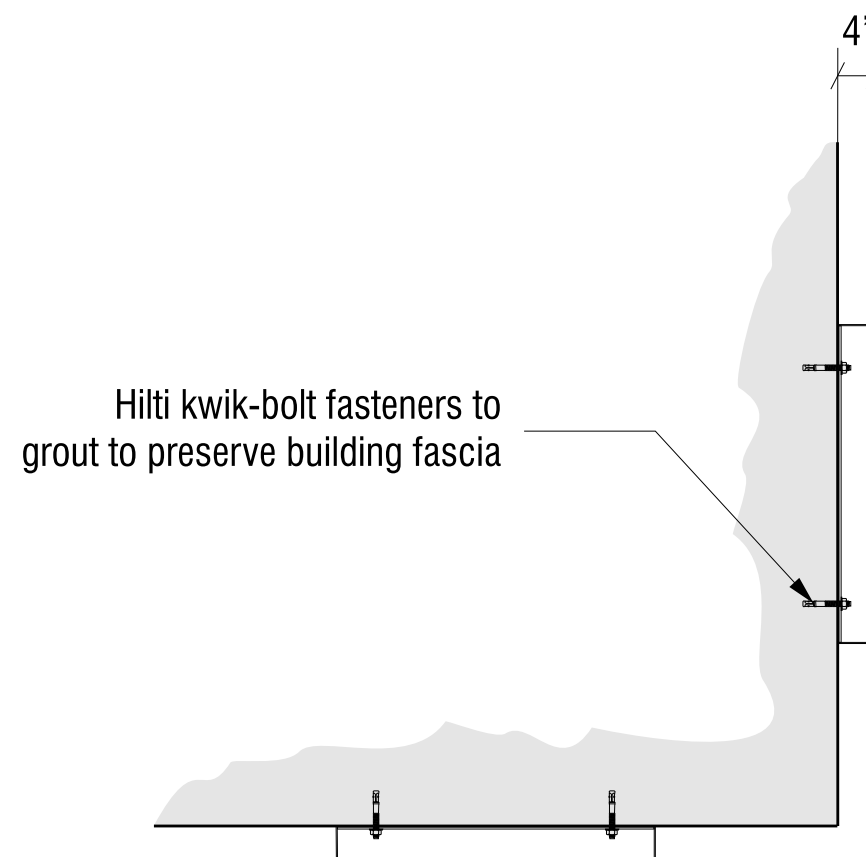
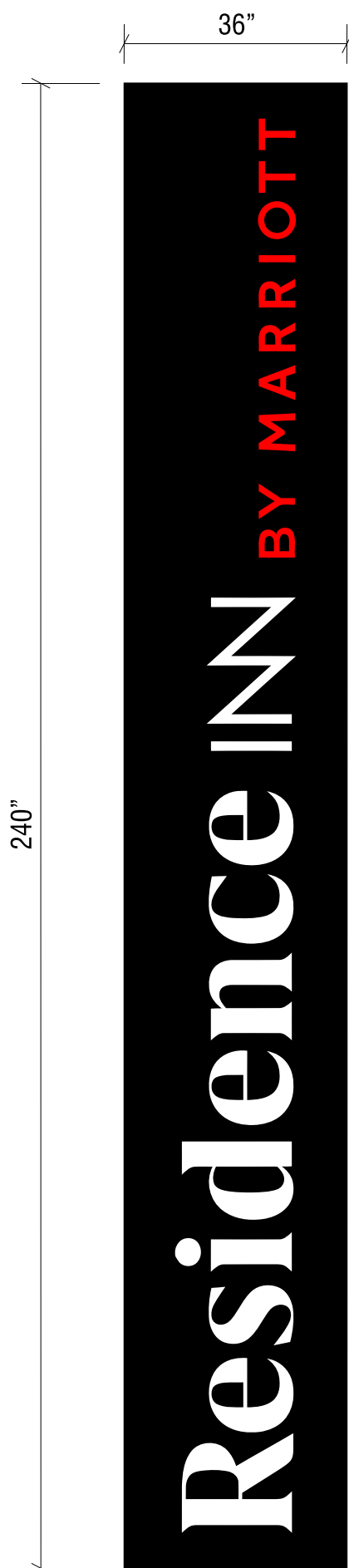
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(3) Blade Banner Signs

60 SQ FT

Exterior building heavy-duty, weather-resistant Mesh banners. (Preferred Matte Finish)



3 Plan View - Monument
Scale: 1/2" = 1'-0"

P-05 AKZO Sign TBD
Black, Satin

M-02 White Vinyl
Translucent

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Existing Corner Plaques to be remove if necessary

EXISTING



PROPOSED

OVER-ALL VIEW (DAYLIGHT) (One E Penn Square, Philadelphia, PA 19107)

101 East Luzerne Street Philadelphia, PA 19124
Phone: (215) 333-3337 Fax: (215) 333-7442
design@signaramaphilly.com | www.signaramaphilly.com

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Wind Directionality Factor Kd = 0.85 | Gust Factor G = 0.85

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OVER-ALL VIEW (NIGHT TIME) (One E Penn Square, Philadelphia, PA 19107)

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Jose Toro

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Risk Category III

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Center City Marquee

MARQUEE LETTER BAND SIGN (One E Penn Square, Philadelphia, PA 19107)

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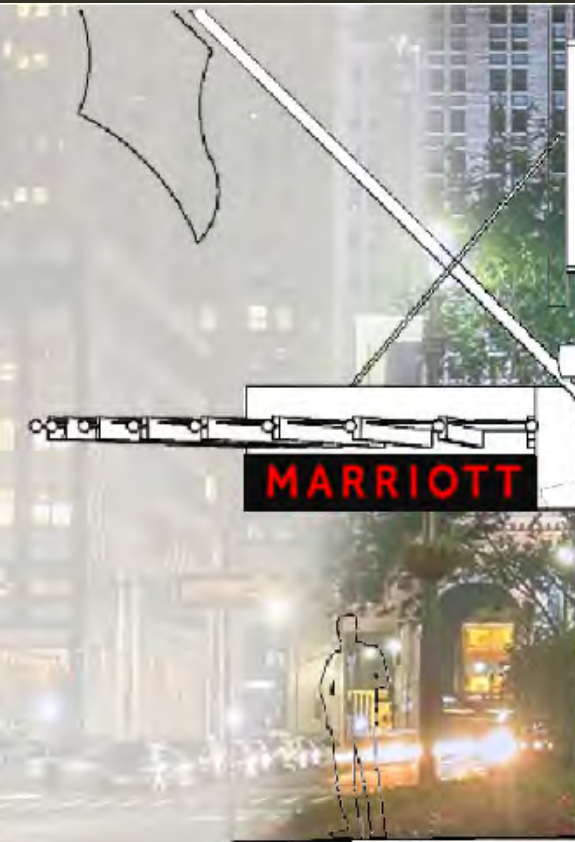
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SIDE VIEW

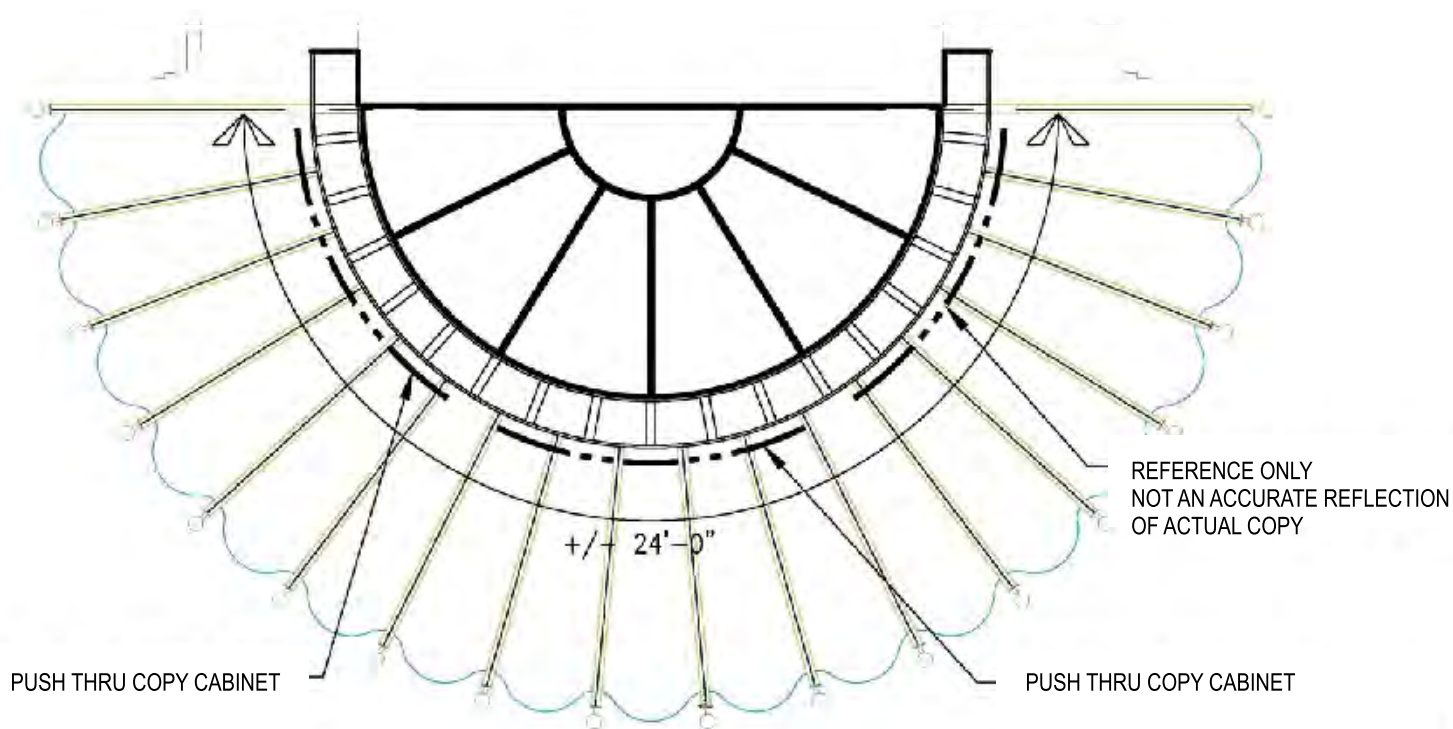
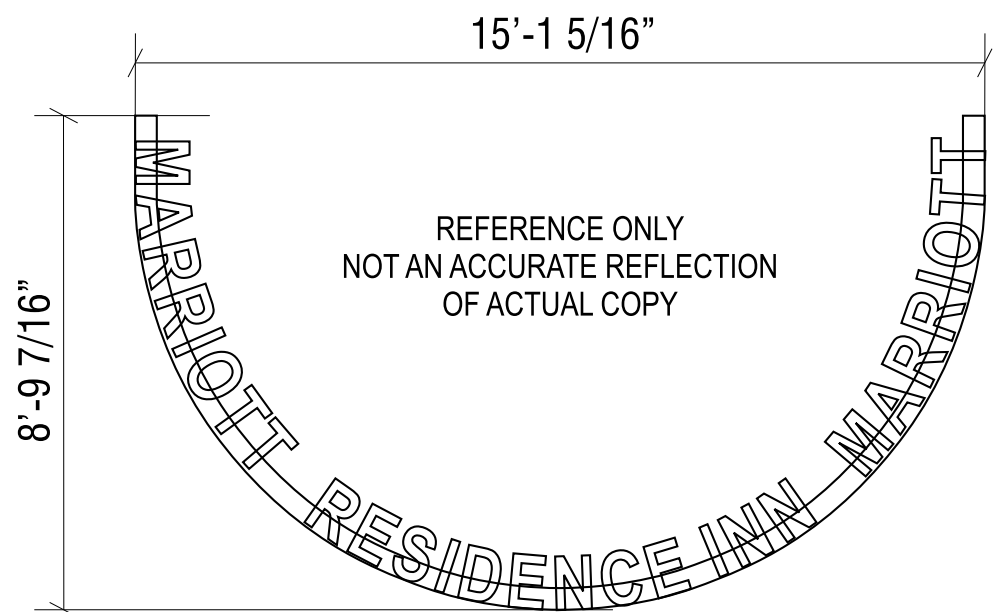


FRONT VIEW

PROPOSED LIGHT SHOWN

Plan View of Marquee (TBS)

Oval Shaped Brake Formed Cabinet Construction w/ tube stiffeners along back of sign w/ welded baffles. Internally Illuminated w/ push-thru copy. Weep holes every 36" Red translucent vinyl 1st surface applications. (Color to match P-04 & P-06)



Finish Specs

- P-05**
AKZO Sign TBD
Black, Satin
- M-01**
Red Vinyl
Translucent
- M-02**
White Vinyl
Translucent



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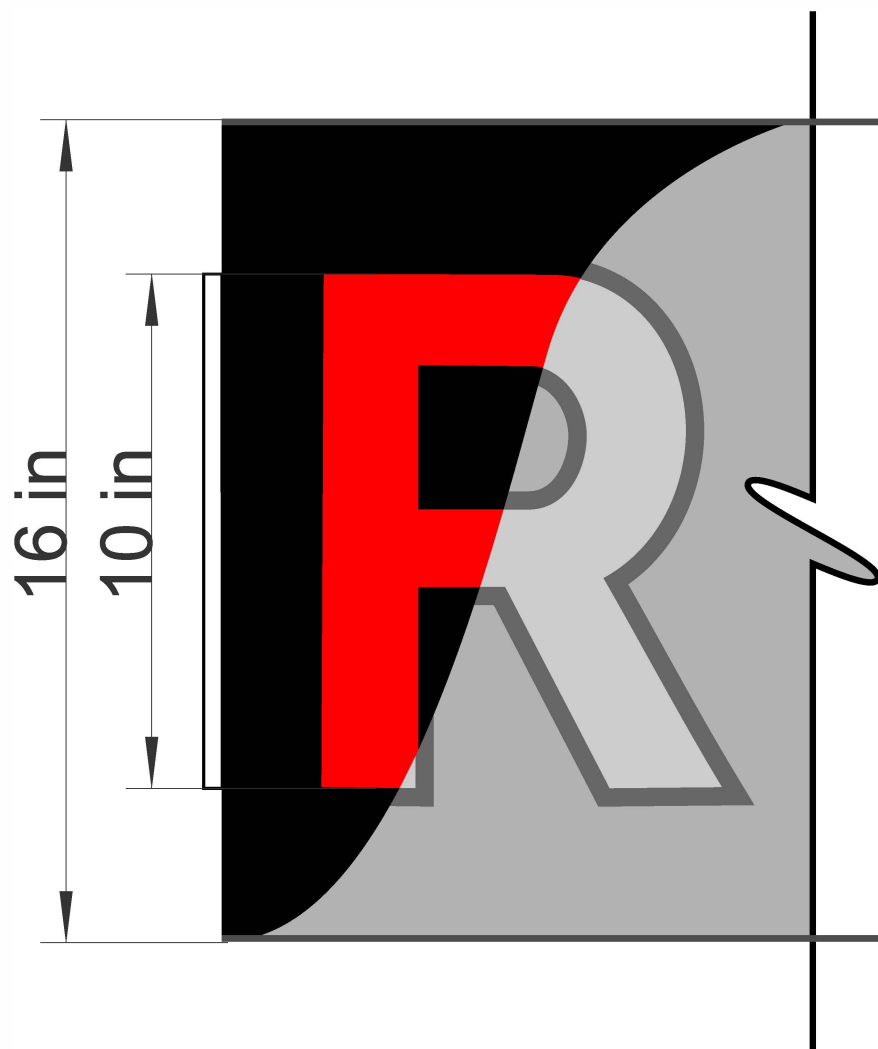
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Wind Exposure Category = C (Assumed open terrain),
Force Coef Ci = 0.5 to 2.0 depends on the shape and dimension of the sign.
Wind Directionality Factor Kd = 0.85 | Gust Factor G = 0.85

COLORS SPEC:

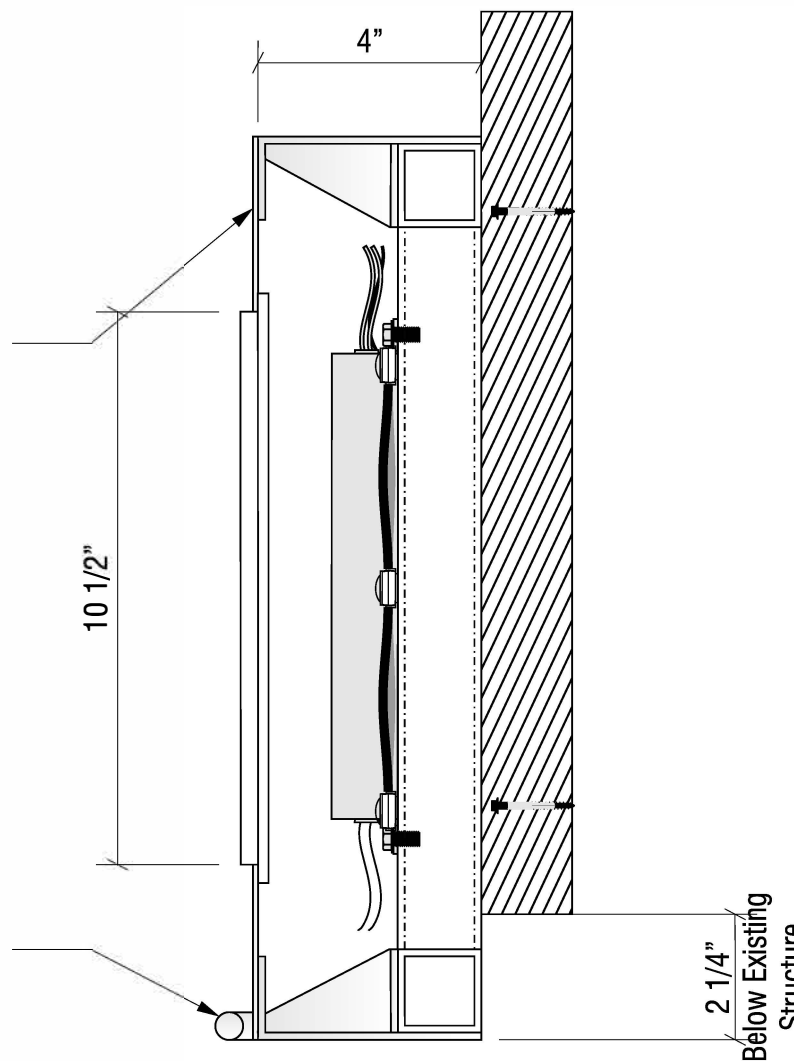
NOTE: Owner is responsible to provide access hole or entryway leading to sign, inside/behind wall sign area, and large enough for technician to enter and complete all wiring work necessary. FUTURASIGNS technicians are NOT authorized for this construction work. Additional fees WILL be billed when FUTURASIGNS provides.

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Brakeformed cabinet w/ tube stiffeners along back of sign with welded baffles internally illuminated w/ push-thru copy and translucent vinyl appliet to 1st surface of all copy to match P-04 and P-06 w/ support baffles and weep holes

3
Faux neon tube to run along bottom of sign face the full length



Push Thru Letter Mounting Detail

4" DP Oval Shaped Brake Formed Cabinet Construction w/ tube stiffeners along back of sign w/ welded baffles. Internally illuminated w/ push-thru copy. Weep holes every 36" Red translucent vinyl 1st surface applications. (Color to match P-04 & P-06)

Finish Specs

P-05 AKZO Sign TBD Black, Satin	M-01 Red Vinyl Translucent	M-02 White Vinyl Translucent
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PROJECT INFORMATION

CLIENT **Marriot Residence Inn**
 JOB NAME **Exterior Signs**
 JOB LOCATION **One E Penn Square,
 Philadelphia, PA 19107**

CONTACT

SALES REP _____
 PROJECT MANAGER _____
 DESIGNER **G.Noom**

DRAWING DATES

INITIAL DRAWING **11.07.2025**
 REVISION **▲ 12.2.25** BY **GSN**
▲ 4.13.26 **GSN**
▲ 5.11.26 **GSN**

APPROVALS

Approved Approved as Noted Revise & Resubmit
 NAME _____
 DATE _____
 NOTE _____



PROJECT NUMBER _____

SHEET NUMBER **1.8**