

**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](mailto: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. The proposed installation of the banners directly against the building could potentially trap moisture and cause damage to the terra cotta. To meet Standard 9, the banner must be offset from the building's façade, and the applicant must provide technical information about the fabric material's vapor transmission. Installing the signage hardware into the mortar joints would prevent damage to the terra cotta and therefore meets Standard 9. The applicant must provide hardware dimensions to ensure it will not exceed the size of the mortar joint.
  - 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.



# Residence INN<sup>®</sup>

BY MARRIOTT

*Center City Philadelphia Proposal Package*



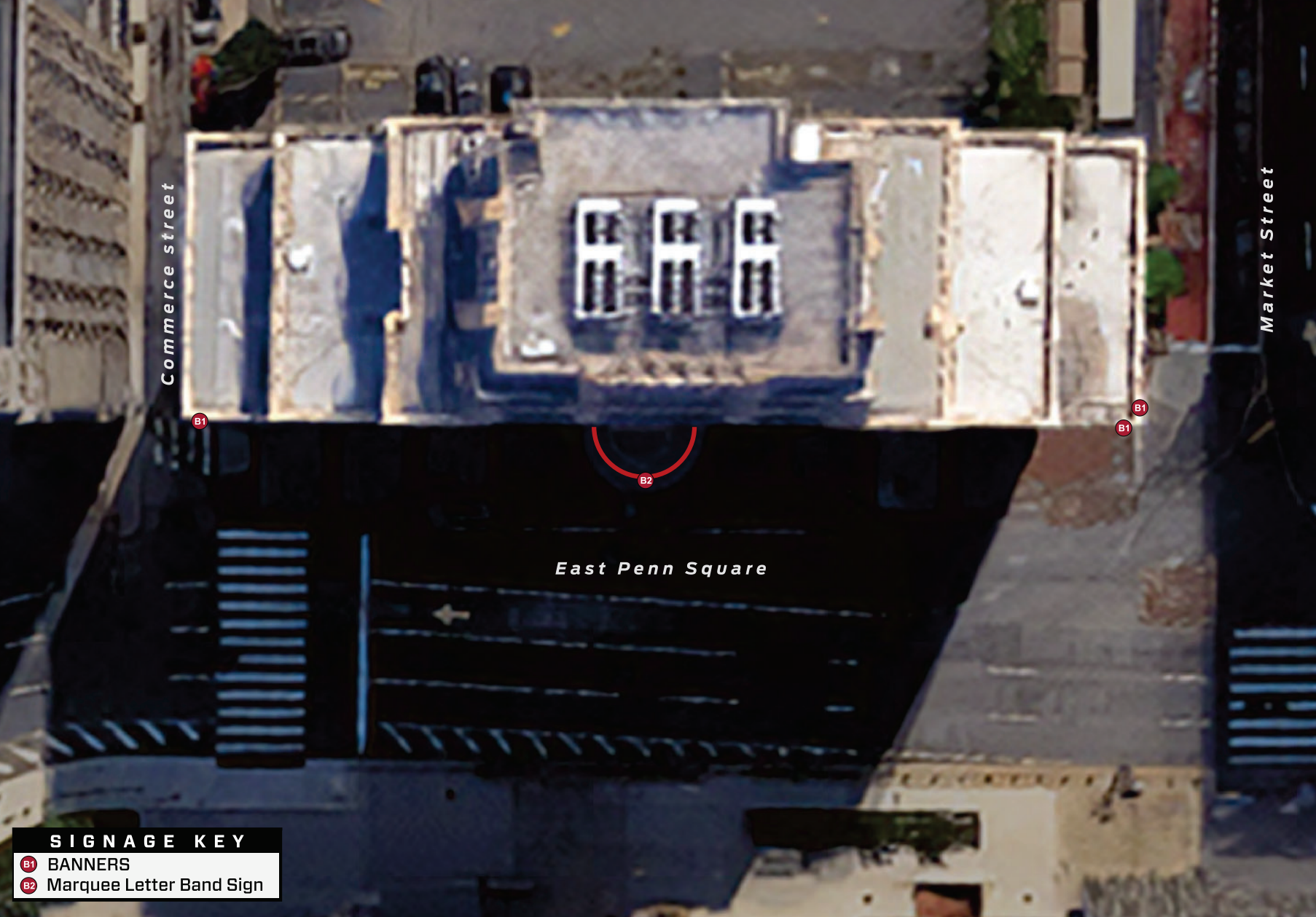
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**SITEPLAN (One E Penn Square, Philadelphia, PA 19107)**



**SIGNAGE KEY**

- B1 BANNERS
- B2 Marquee Letter Band Sign

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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  
 06-16-2026

SHEET: 1 of 9

**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)

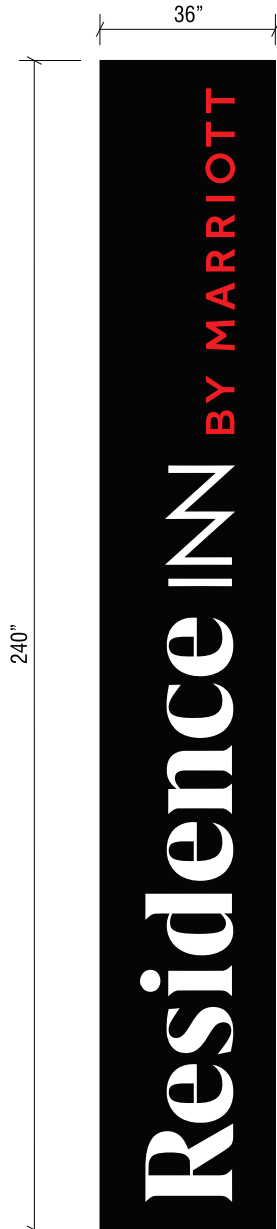
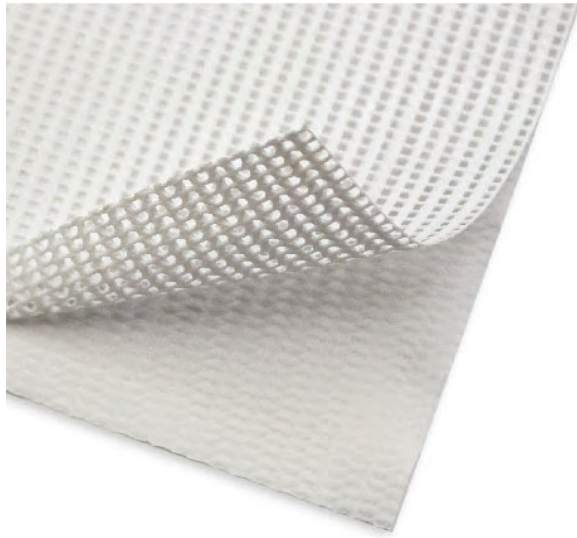
**Wind Loads:**  
**Basic Wind Speed V = 125 mph**  
 Risk Category III  
 Topographic Factor Kzt = 1.0  
 Wind Exposure Category = C (Assumed open terrain),  
 Force Coef Cf =  
 0.5 to 2.0 depends on the shape and dimension of the sign,  
 Wind Directionality Factor Kd = 0.85 | Gust Factor G = 0.85

**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.

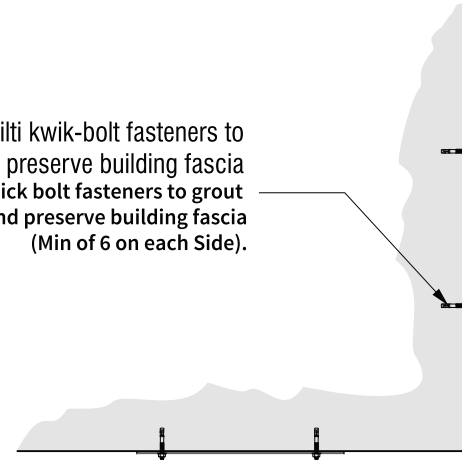
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**CORNER BLADE STYLE BANNERS SIGNS (One E Penn Square, Philadelphia, PA 19107)**



**(3) Blade Banner Signs** 60 SQ FT  
 Exterior building heavy-duty, weather-resistant Mesh banners.  
 (Preferred Matte Finish)

Hilti kwik-bolt fasteners to grout to preserve building fascia  
 Quick bolt fasteners to grout and preserve building fascia  
 (Min of 6 on each Side).



**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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SHEET: 2 of 9

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**BUILDING BANNER LOCATION (One E Penn Square, Philadelphia, PA 19107)**

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**EXISTING**



**PROPOSED**

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

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SHEET: 4 of 9

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FILE LOCATION: \\SARSERVER\Syn\Retail customer\MWMarriott Residence Inn

DESIGNER: KKlyman (design@futuresigns.com)

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

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SHEET:

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



*Center City Marquee*

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**Wind Loads:**

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Risk Category III

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FILE LOCATION: \\SARSERVERSyncRetail customer\MM\Marriott Residence Inn

DESIGNER: KKlyman (design@futuresigns.com)

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

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SHEET: 7 of 9

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**SIDE VIEW**



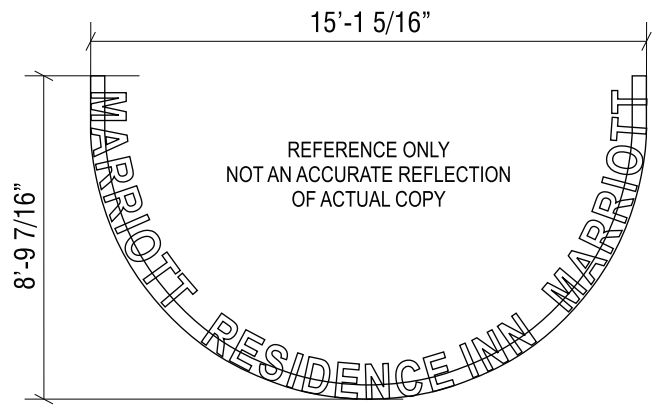
**FRONT VIEW**

**PROPOSED LIGHT SHOWN**

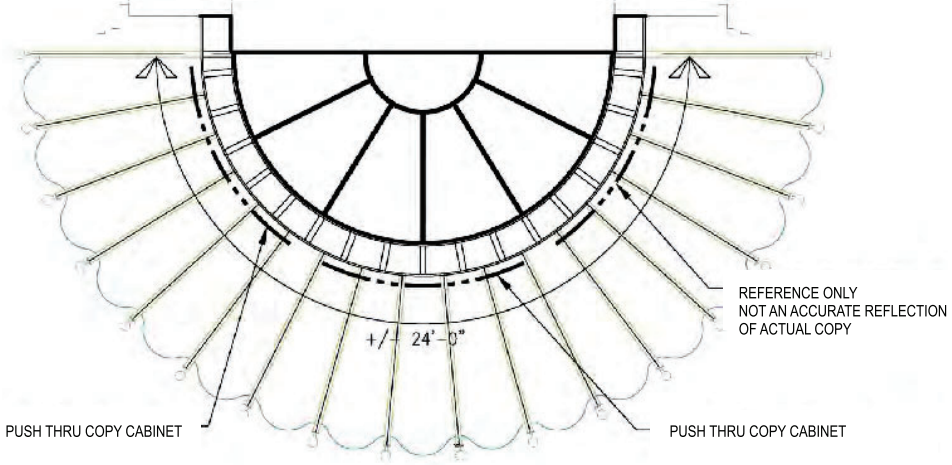
**Plan View of Marquee (TBS)**

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)



REFERENCE ONLY  
 NOT AN ACCURATE REFLECTION  
 OF ACTUAL COPY



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**Finish Specs**

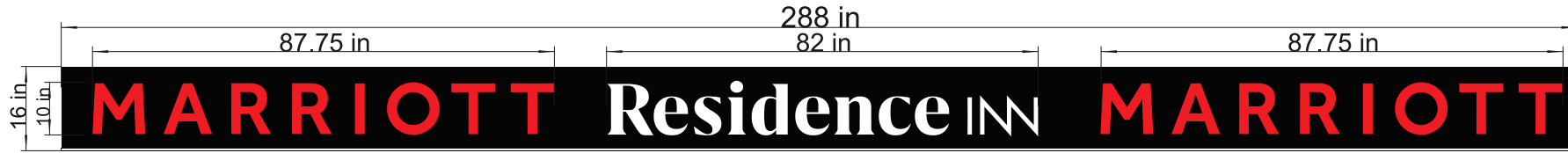
<b>P-05</b> AKZO Sign TBD Black, Satin	<b>M-01</b> Red Vinyl Translucent	<b>M-02</b> White Vinyl Translucent
--	---	---

FILE LOCATION: \\SARSERVER\Syn\Retail customer\MWMarriott Residence Inn

DESIGNER: KKlyman (design@furasigns.com)

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

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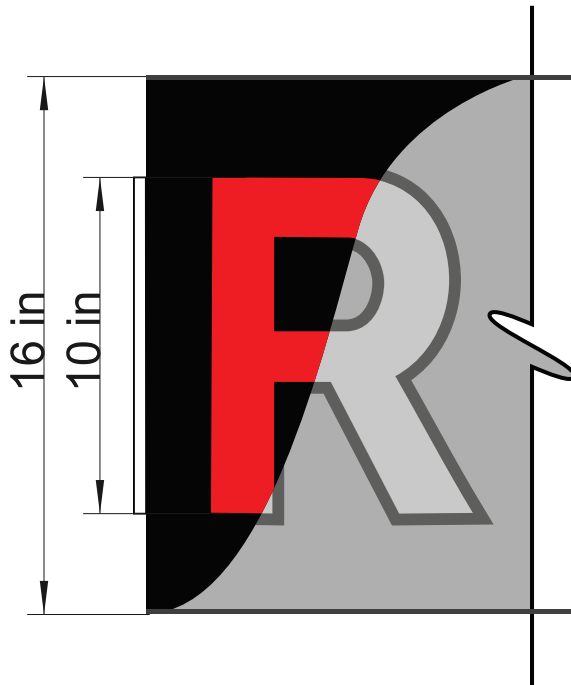
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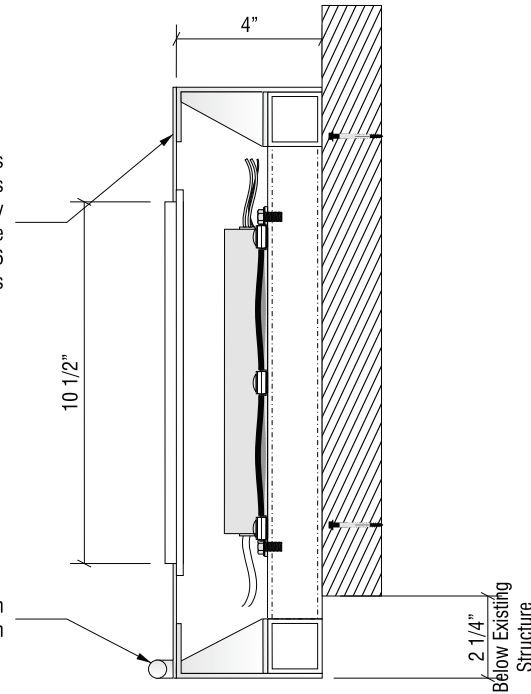
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Brakeformed cabinet w/ tube stiffeners along back of sign with welded baffles internally illuminated w/ push-thru copy and translucent vinyl appliet to 1st surface of all copy to match P-04 and P-06 w/ support baffles and weep holes



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

FILE LOCATION: \\SARSERVERS\SyncRetail customer\MM\Marriott Residence Inn

DESIGNER: KKlyman (design@futuresigns.com)

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**SIGN BAND DAY VIEW**

**SIGN BAND NIGHT VIEW**

**Marquee Signage with Up Building Lighting**  
 RENDERING TO EXAMPLIFY DAY AND NIGHT

**Finish Specs**

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

FILE LOCATION: \\SARSERVER\Sync\Retail customer\MM\Marriott Residence Inn

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