

Philadelphia Art Commission
One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102
artcommission@phila.gov



Art Commission Signage Review Cover Letter

Date: 8/10/26

Name of Business or Entity (to which the sign is accessory): Penn Medicine

Sign Location (Address): 3600 Civic Center Blvd. On Public Property? ☐ Yes ☒ No

Is this location in an Overlay Zoning District requiring Art Commission signage review?

☐ Yes (specify): _____ ☒ No ☐ Unsure

Total Number of Signs: 2 Type(s) of Signs (check all that apply below):

☐ Wall ☐ Projecting/Blade ☐ Marquee ☐ Awning or Canopy ☒ Building ID (above 2nd story)

☐ Window ☐ Other: _____

Sign Details (if more than four (4), include details in *Additional Description* box below):

#	Sign Type	Dimensions	Mounting Height	Material(s)	Illumination (check if so)
1	Building ID	132'x13'	260'	Aluminum backed polycarbonate face	☒
2	Building ID	132'x13'	260'	Aluminum backed polycarbonate face	☒
3					☐
4					☐

Additional Description (optional) (details, background/context, purpose/need, specific requests, etc.):

Primary Contact for Art Commission

Communications:

Name: Sean Smith, PLA

Company: Pennoni Associates Inc.

Address: 1900 Market St., Ste. 300, Philadelphia, PA 19103

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: Eric Helmig

Company: Penn Medicine

Address: 3930 Chestnut St., 1st Floor, Philadelphia, PA 19104

Email: [REDACTED]

Phone: [REDACTED]

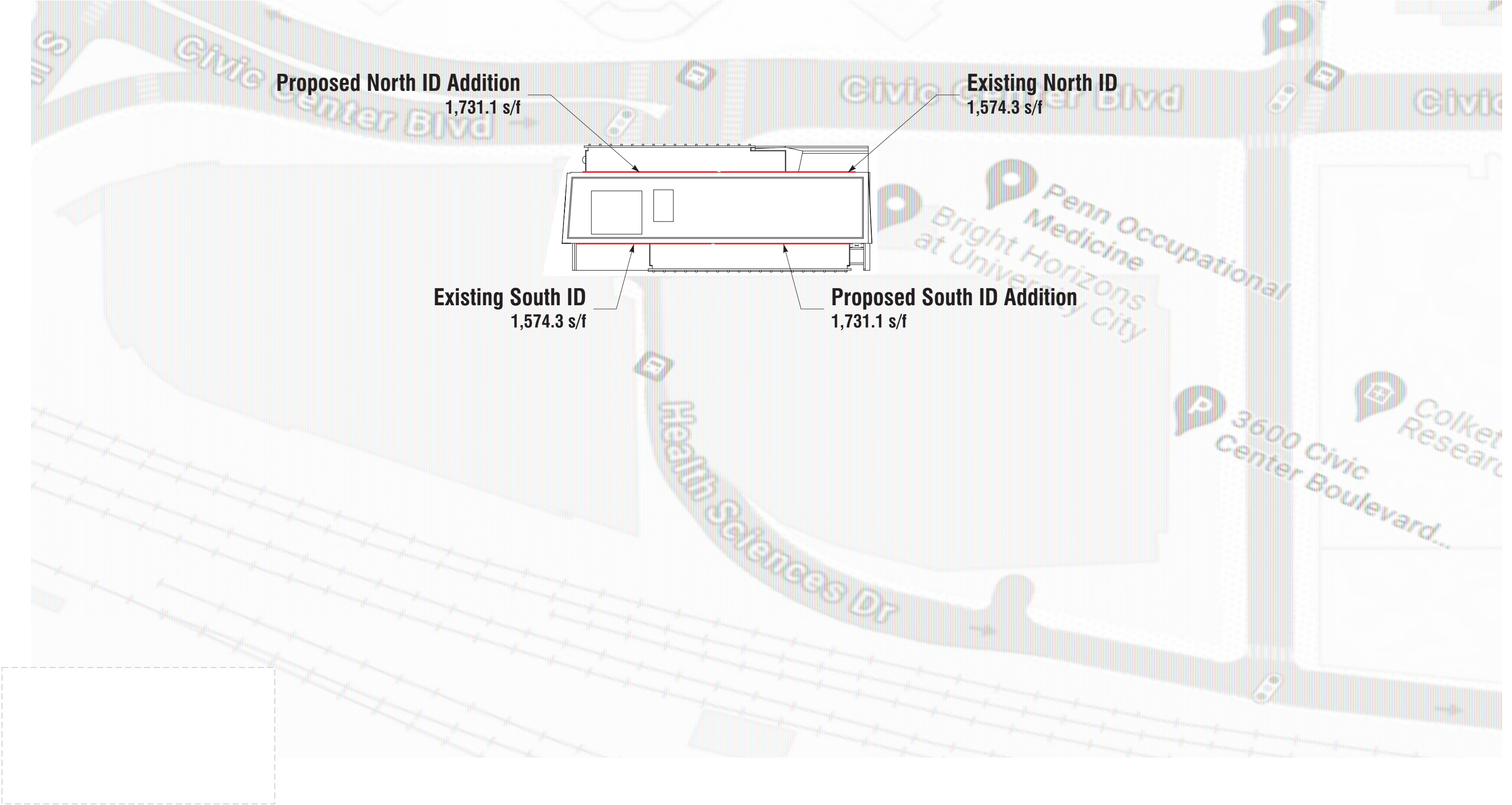


Penn Medicine

PROPOSED SIGNAGE

Penn Medicine Middleman Center

Art Commission Presentation - August 26, 2026
3600 Civic Center Blvd.





1 South Elevation - Rendering
NTS

2 North Elevation - Rendering
NTS





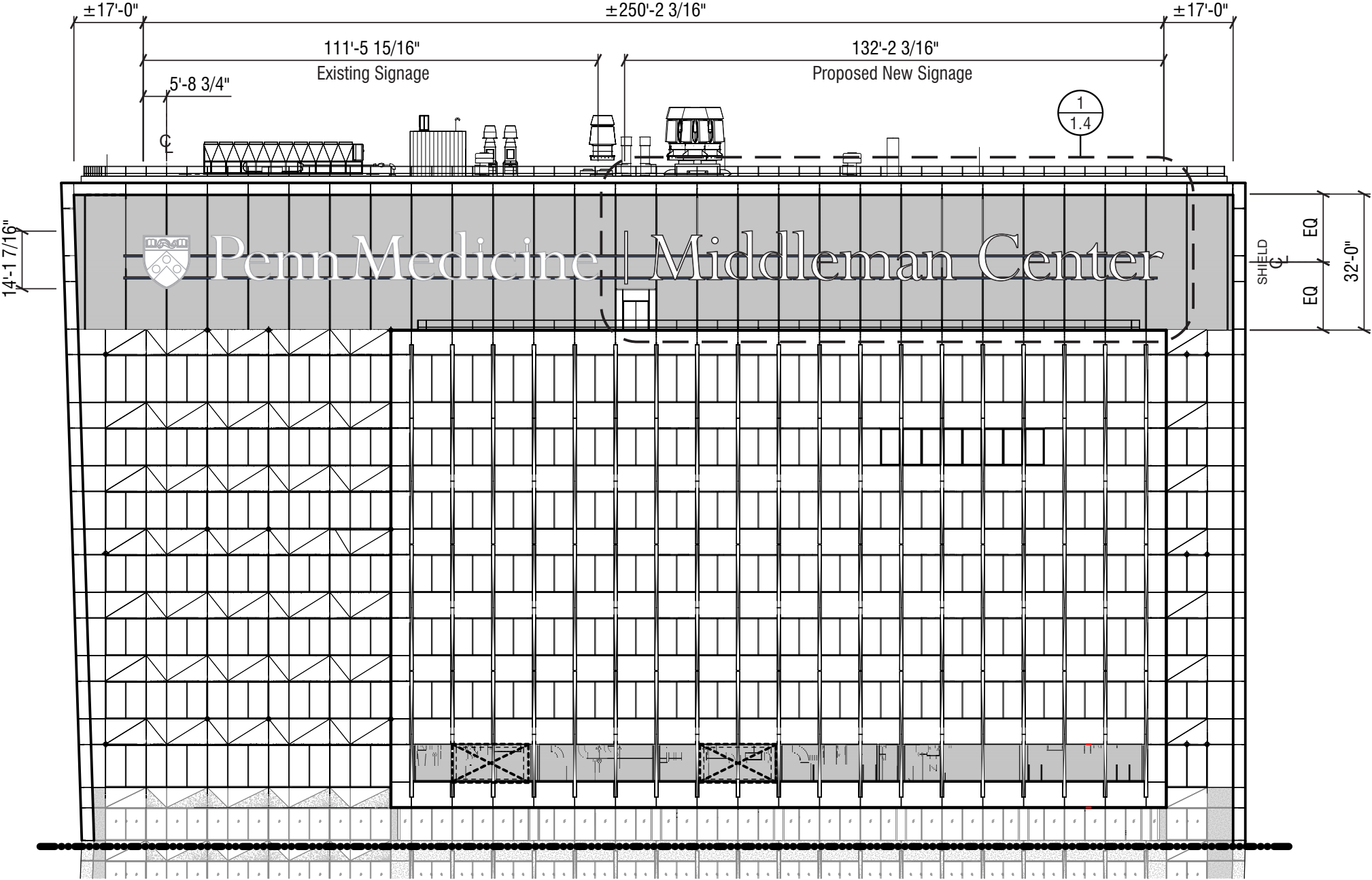
A night-time photograph of the Penn Medicine | Middleman Center, a tall, modern glass skyscraper. The building's name is illuminated in white neon at the top, with the University of Pennsylvania shield logo to the left. The building's facade is a grid of windows, many of which are lit from within, showing interior office spaces. To the left, another building with a brick and glass facade is partially visible. To the right, a large, multi-story parking garage is filled with cars. The background shows a city skyline at night with various lights and structures under a dark sky.

 Penn Medicine | Middleman Center

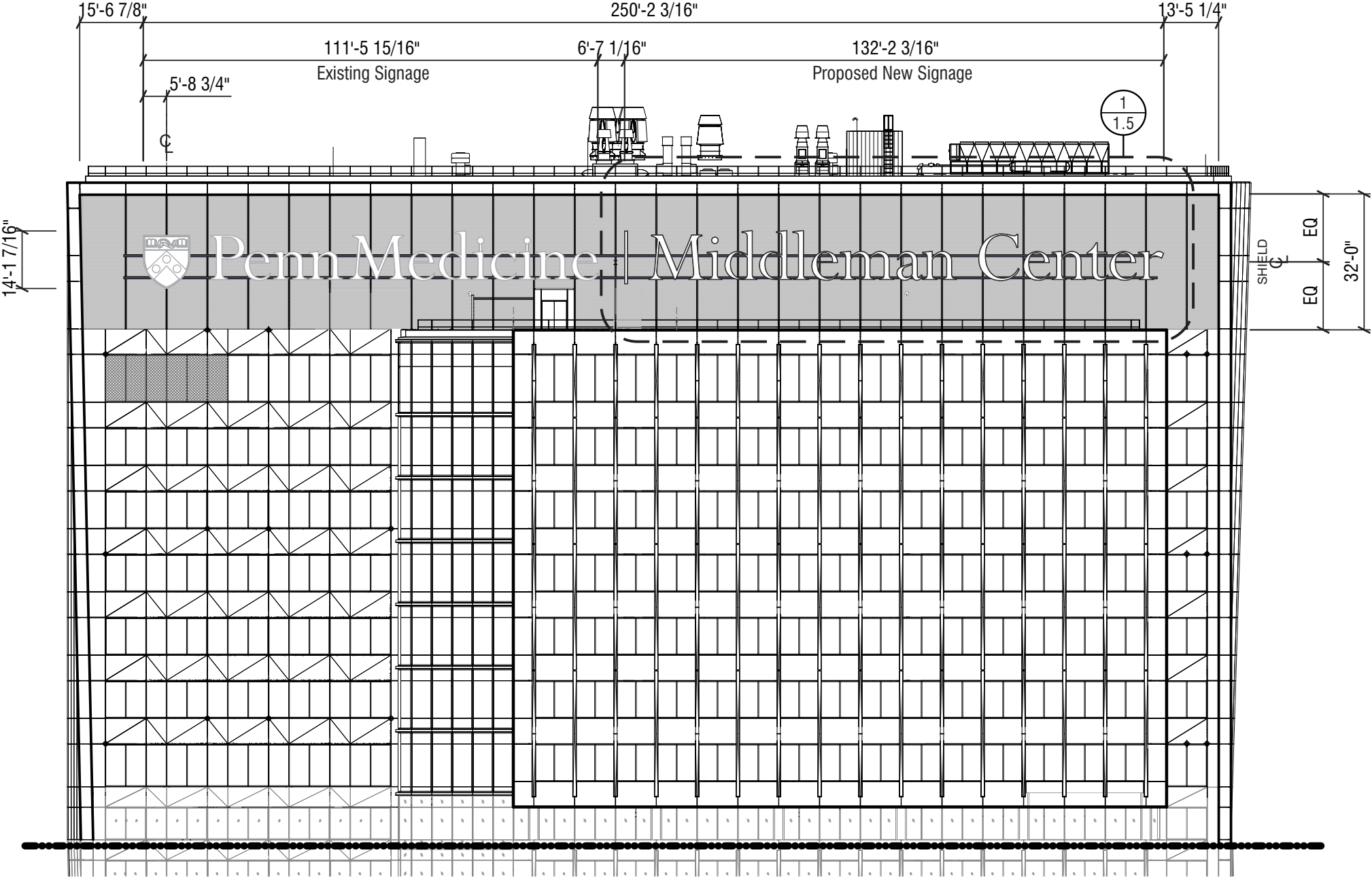


 Penn Medicine | Middleman Center

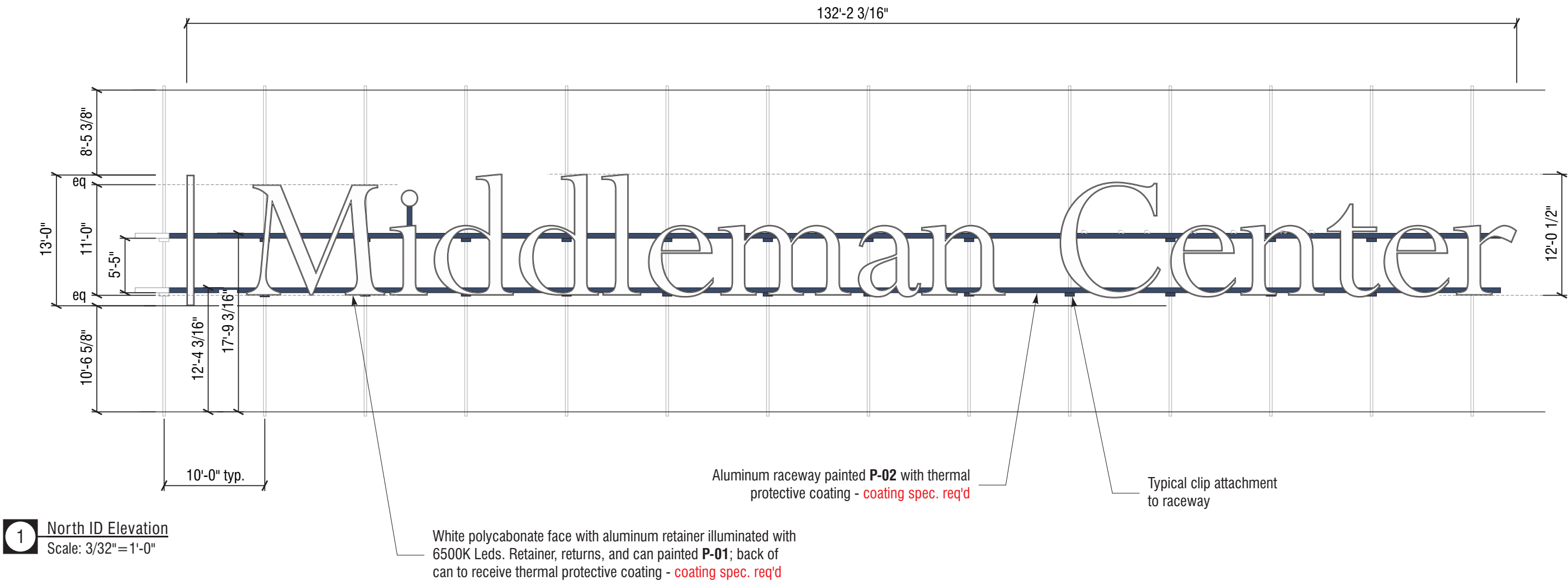
THE CHILDREN'S HOSPITAL OF PHILADELPHIA



1 South Elevation
Scale: 1/32" = 1'-0"



1 North Elevation
Scale: 1/32" = 1'-0"



Finish Specs

P-01
White
MAP MP27386 Verizon White

P-02
TBD
to match louvers on-site

NOTES:

1) Field survey of electrical path and supply requirements.
2) Confirm material, attachment hardware, and attachment frequency of existing mullions.
3) Sign face material 100" width max.

TECHNICAL SPECIFICATIONS:

Approximate weight of sign: 3,500 lbs.
Square footage of sign: 1,731.1 sq. ft.
Electrical Load: 40 amps @ 120 volts
Electrical Req: (2) 20 amp circuit req'd.





 Penn Medicine | Middleman Center

 Children's Hospital of Philadelphia

Perelman Center

CH



Penn Medicine | Middleman Center

Penn Medicine

The image shows the entrance to the Penn Medicine Middleman Center. The building is a modern structure with a large glass facade and a prominent overhang above the entrance. The entrance itself features a set of concrete steps leading up to a glass door, flanked by metal handrails. A small, cylindrical, metallic structure is positioned in the center of the entrance. The building's exterior is primarily composed of light-colored concrete panels and large glass windows. The sky is clear and blue, and the overall scene is well-lit, suggesting daytime.

 Penn Medicine | Middleman Center



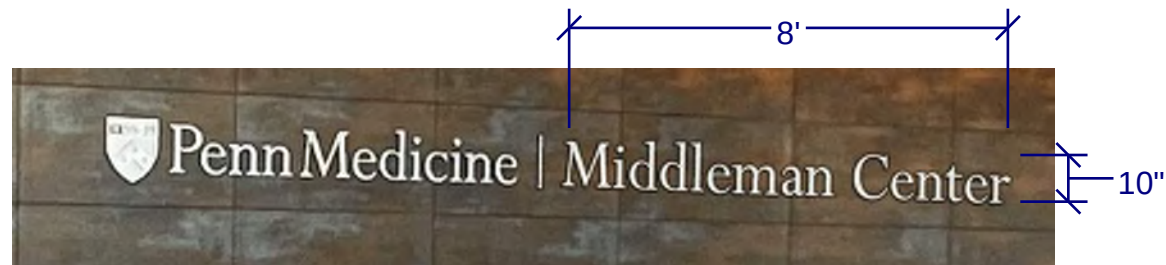
Signage Specifications



- Internally Illuminated
- Two Building Faces
- Perpetua Font



- Internally Illuminated
- Perpetua Font



- Brushed Aluminum
- Perpetua Font

