

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



Art Commission Signage Review Cover Letter

Date: 7/14/26

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

Sign Location (Address): 3535 Market Street 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: 3 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	79'x10'	277'	Aluminum backed acrylic with vinyl overlay	☐
2	Building ID	79'x10'	277'	Aluminum backed acrylic with vinyl overlay	☐
3	Building ID	79'x10'	277'	Aluminum backed acrylic with vinyl overlay	☐
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: Gabriel Markowitz

Company: Penn Medicine

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

Email: [REDACTED]

Phone: [REDACTED]



July 14, 2026

UPNHS26006

Philadelphia Art Commission

1515 Arch Street, 13th Floor
Philadelphia, PA 19102

**RE: 3535 MARKET STREET
PROPOSED BUILDING IDENTIFICATION SIGNAGE**

To The Philadelphia Art Commission:

Pennoni Associates Inc., in coordination with Penn Medicine, requests the Commission's consideration for review of the above-referenced project during its next scheduled meeting.

The purpose of the proposed work is to provide three (3) new Building Identification Signs, on the east, west, and north faces of the existing 3535 Market Street Building, at the penthouse floor level of the building. The identification signs will read 'Penn Medicine' with the Penn Medicine logo, similar to other Penn Medicine signs installed on buildings in the surrounding area, such as 3737 Market Street. The sign material will be aluminum backed, acrylic signs with a vinyl overlay. The signs will be mounted to steel tube rails. Each sign will be approximately 79' wide by 10' high.

Sean Smith, PLA, Project Manager at Pennoni Associates, will be the primary contact and Applicant. I can be reached via email at sdsmith@pennoni.com or by phone at (215) 960-7307. My mailing address is 1900 Market Street, Suite 300, Philadelphia, PA 19103. Please direct questions regarding the application to me.

Gabriel Markowitz, Project Manager with Penn Medicine, should also receive the Commission's decision. He can be reached by email at gabriel.markowitz@pennmedicine.upenn.edu or by phone at (445) 285-0985. His mailing address is 3930 Chestnut Street, 1st Floor, Philadelphia, PA 19104.

We appreciate your time in reviewing and scheduling this project for the Art Commission agenda. We are seeking concept and final approval for the submission. Should you have any questions or need any clarifications on the project, please do not hesitate to contact me. Thank you for your time and consideration.

Sincerely,

PENNONI ASSOCIATES INC.

A handwritten signature in blue ink that reads "Sean Smith". The signature is fluid and cursive, with the first and last names clearly legible.

Sean Smith, PLA

Attached:

DRAFT Zoning Submission Drawings, dated 2026-05-22
Art Commission Presentation Package

cc: Gabriel Markowitz, Penn Medicine
Charlotte DiGiorgio, Penn Medicine
Steven Smith, Penn Medicine
Christopher McGinnis, LF Driscoll
Paul Gabriel, LF Driscoll
Elizabeth Norton, Pennoni Associates Inc.

U:\Accounts\UPNHS\UPNHS26006 - 3535 Market Street Signage\DOCUMENTS\Art Commission Prep

BUILDING IDENTIFICATION SIGNS

3535 MARKET STREET
PHILADELPHIA, PA 19104

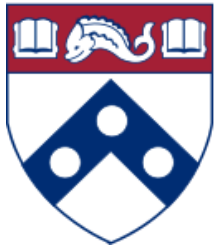
PREPARED FOR PHILADELPHIA ART COMMISSION
DATE: JULY 14, 2027



Project Team



Penn Medicine



Penn Medicine



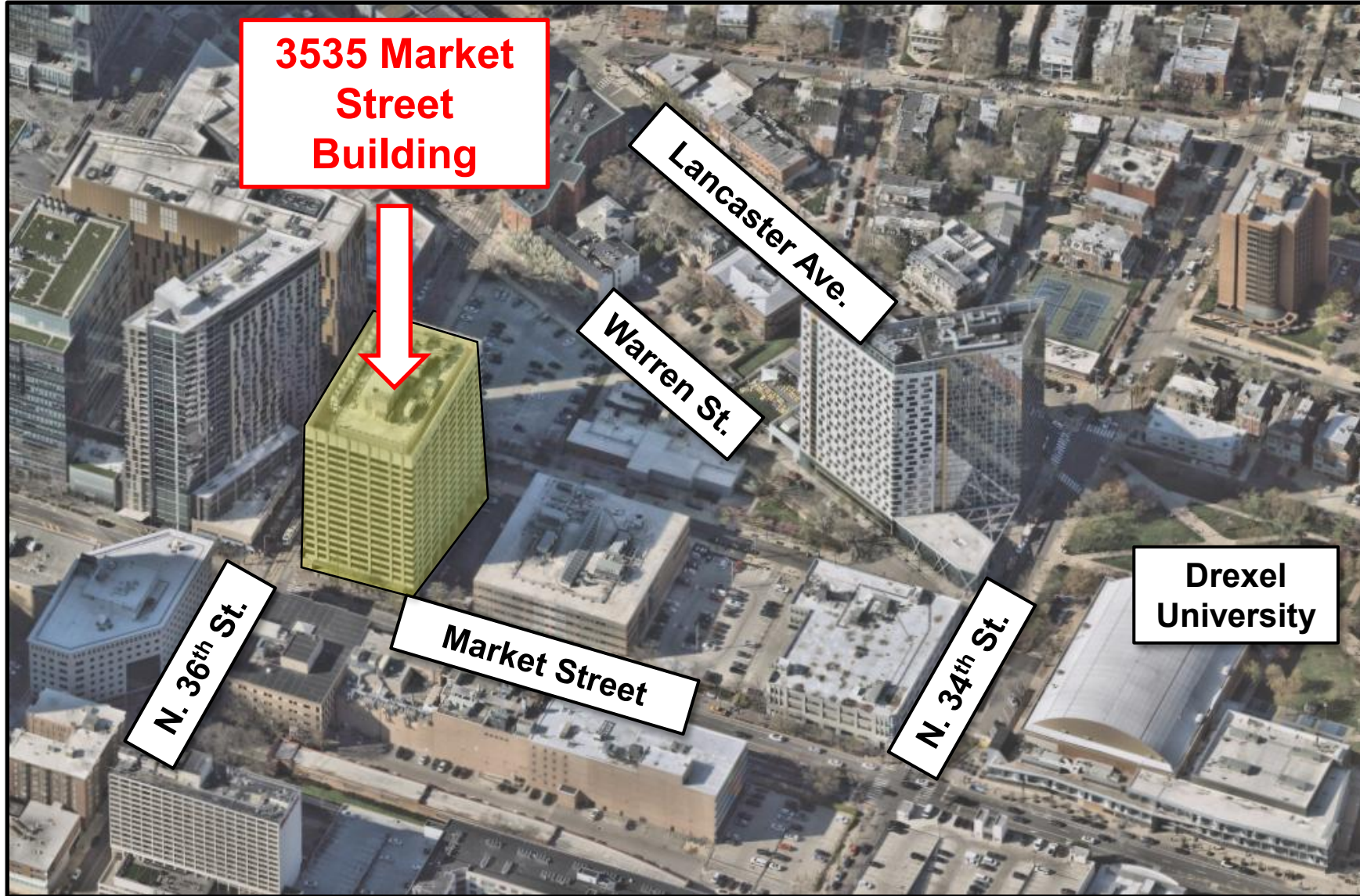
LF Driscoll
Construction Managers, Builders

1. Context Plan
2. Site Plan of Proposed Signs
3. Existing Conditions Photos
4. Building Sections and Elevations
5. Building Identification Signs (ID-1, ID-2, and ID-3)
6. ID-1 Visualization
7. ID-2 Visualization
8. ID-3 Visualization

Context Plan



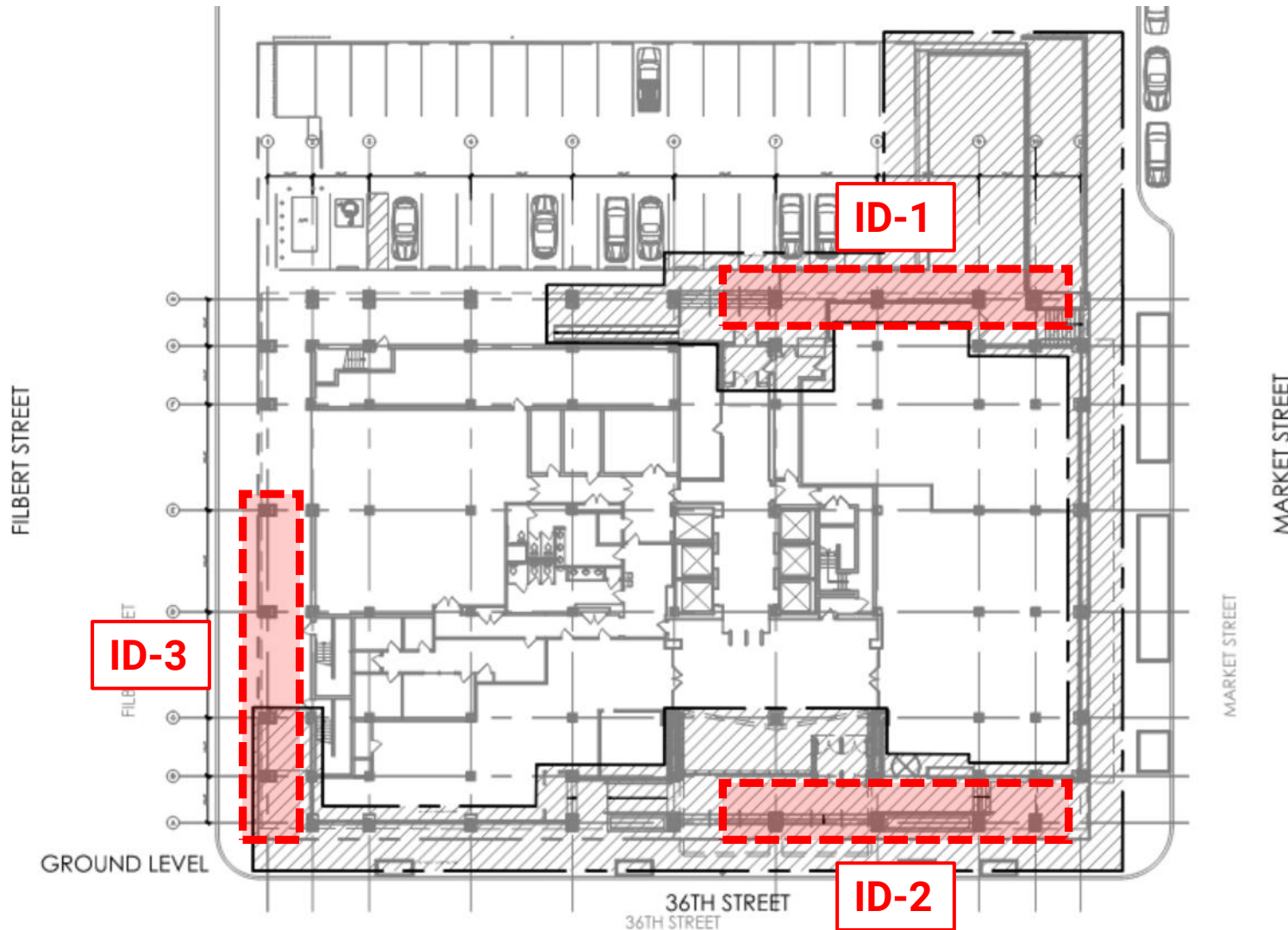
Penn Medicine



Site Plan of Proposed Signs



Penn Medicine



ID-1: East-Facing Building Identification Sign

ID-2: West-Facing Building Identification Sign

ID-3: North Facing Building Identification Sign

Existing Conditions Photos



Penn Medicine



East Building Face – Existing Condition
View from Market Street facing west

Existing Conditions Photos



Penn Medicine

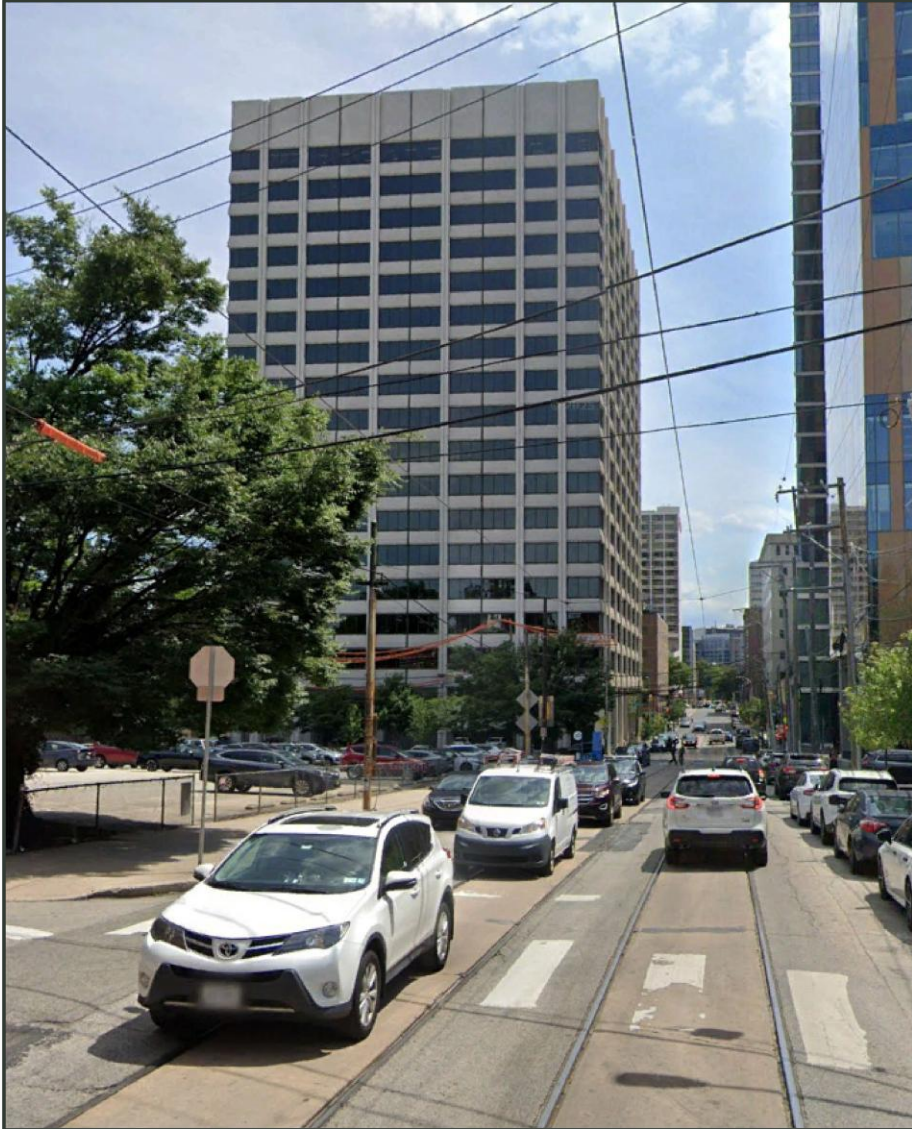


West Building Face – Existing Condition
View from Market Street facing east

Existing Conditions Photos

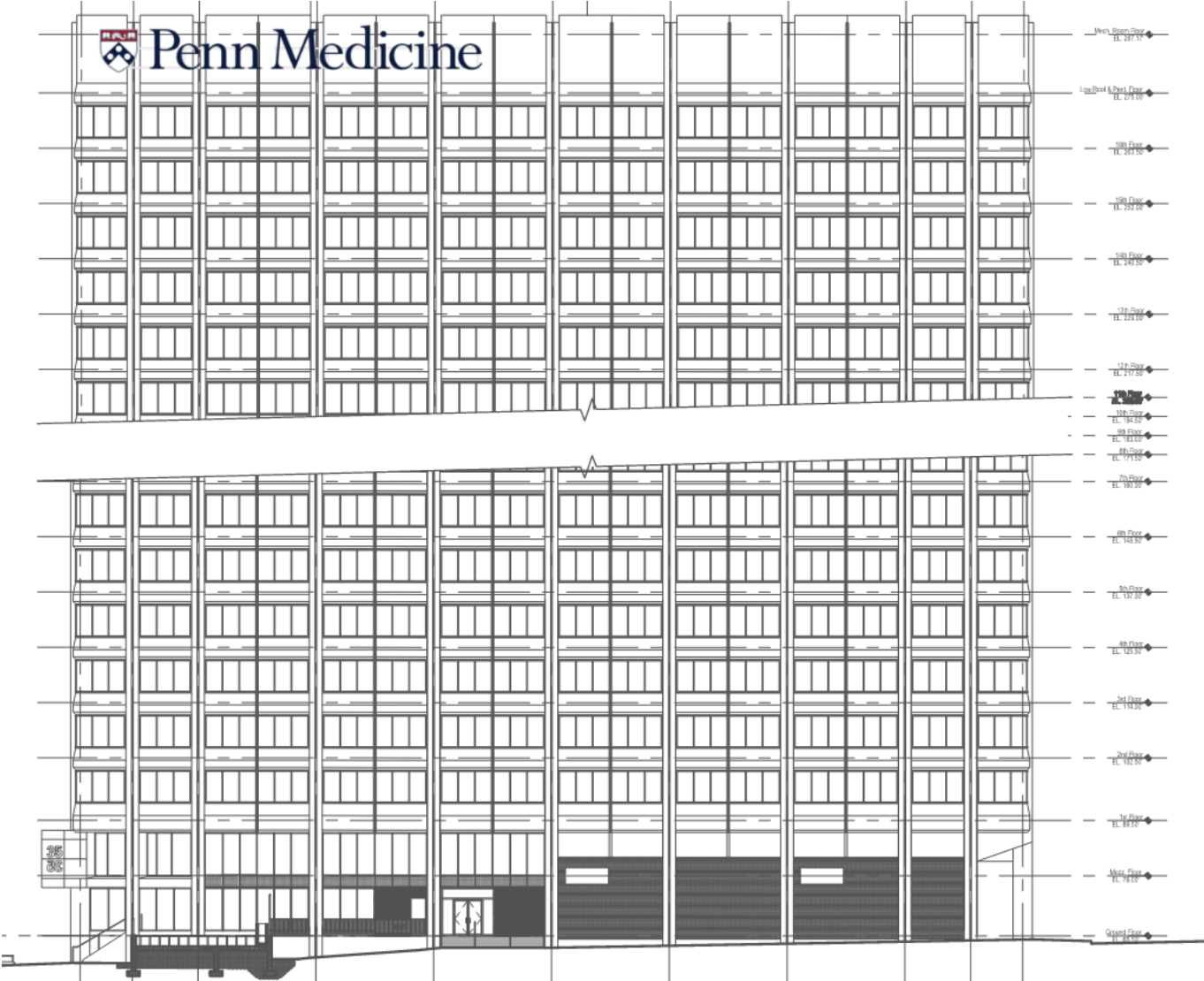


Penn Medicine



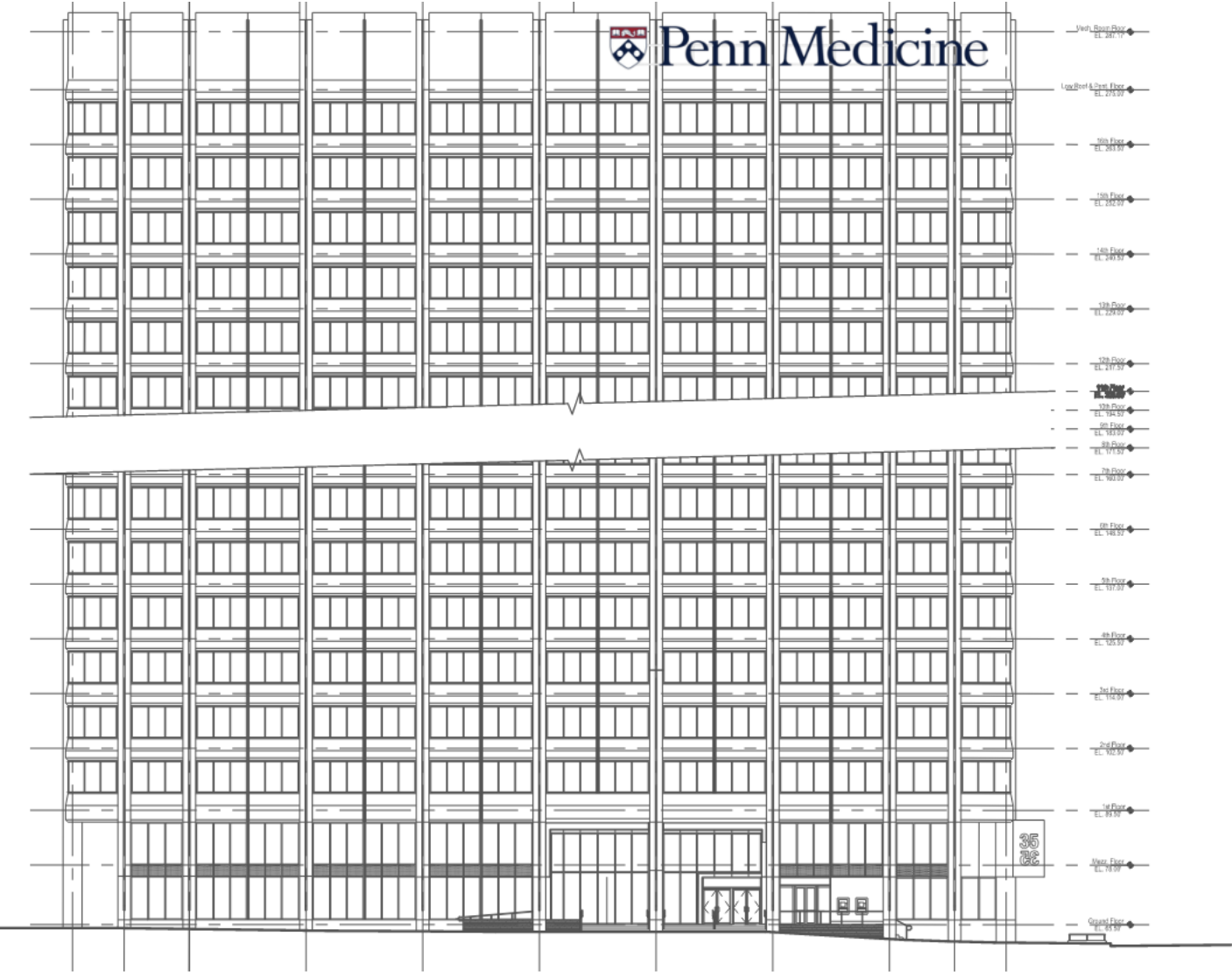
North Building Face – Existing Condition
View from 36th Street facing south

Building Sections and Elevations



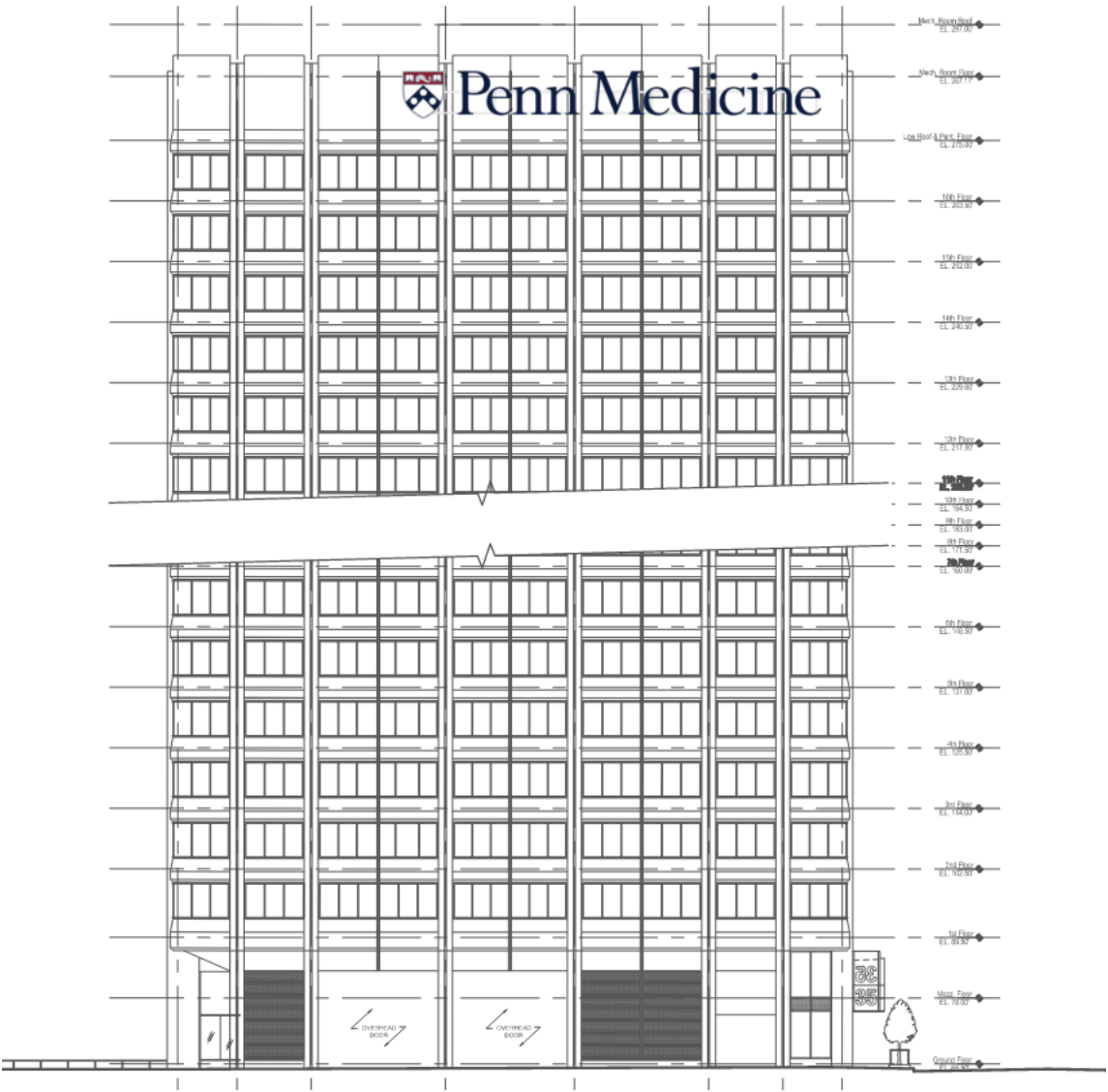
ID- 1 (East Elevation)

Building Sections and Elevations

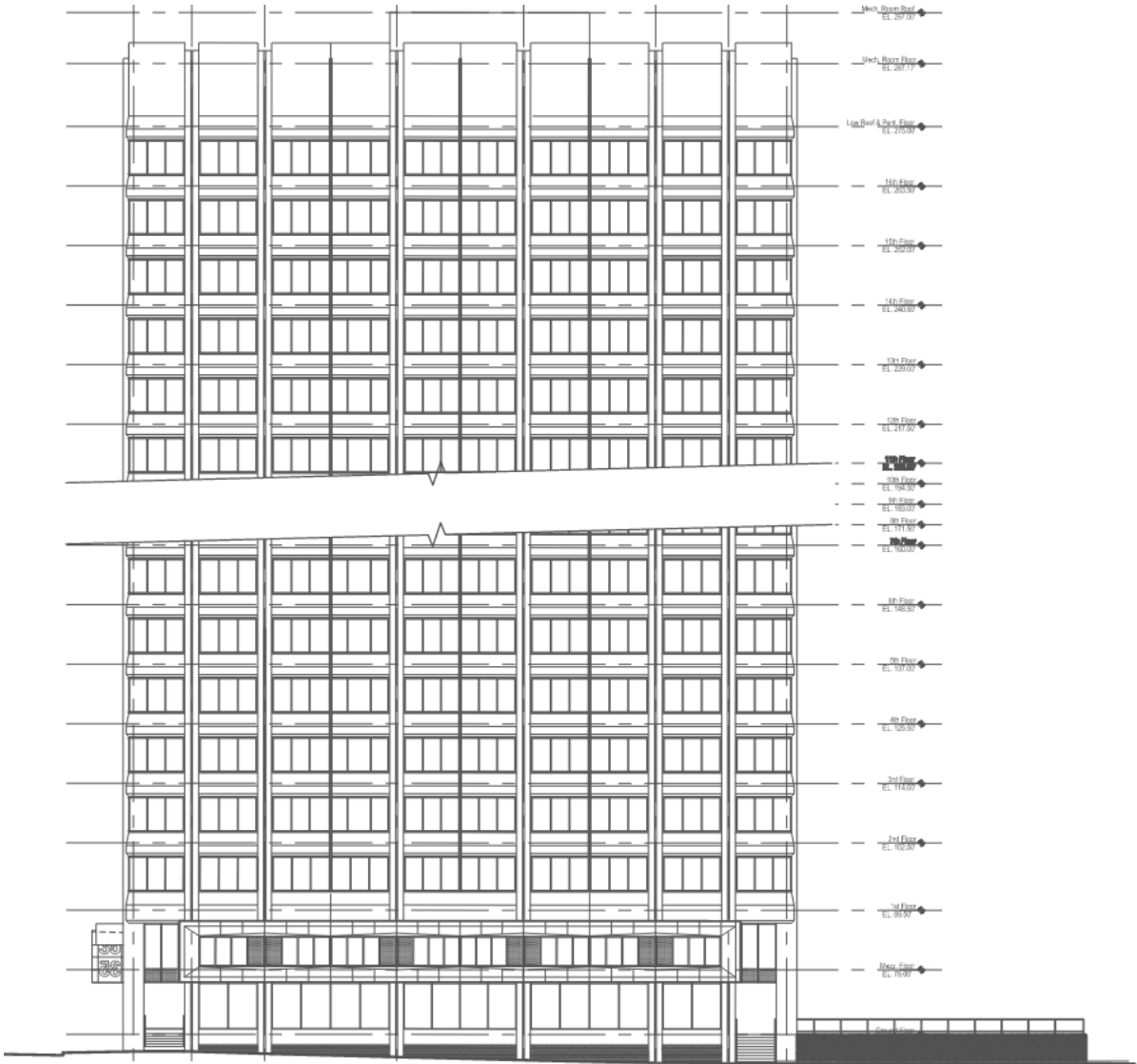


ID- 2 (West Elevation)

Building Sections and Elevations



Building Sections and Elevations

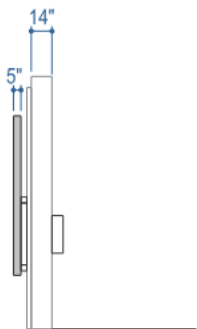
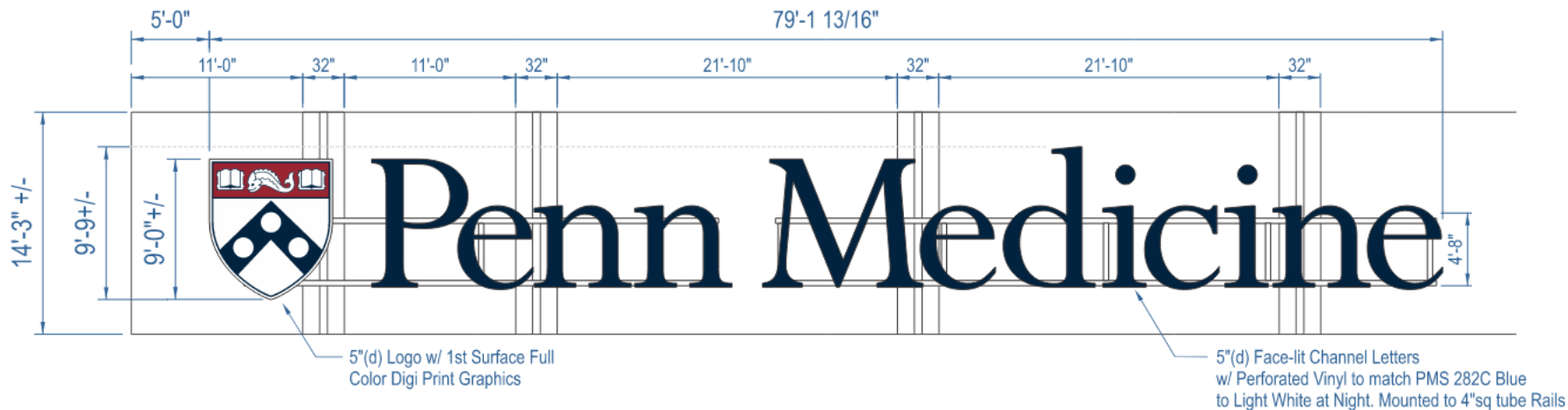


South Elevation (No Sign Proposed)

Proposed Sign and Support Frame Detail



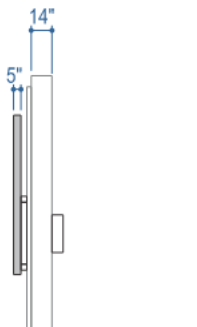
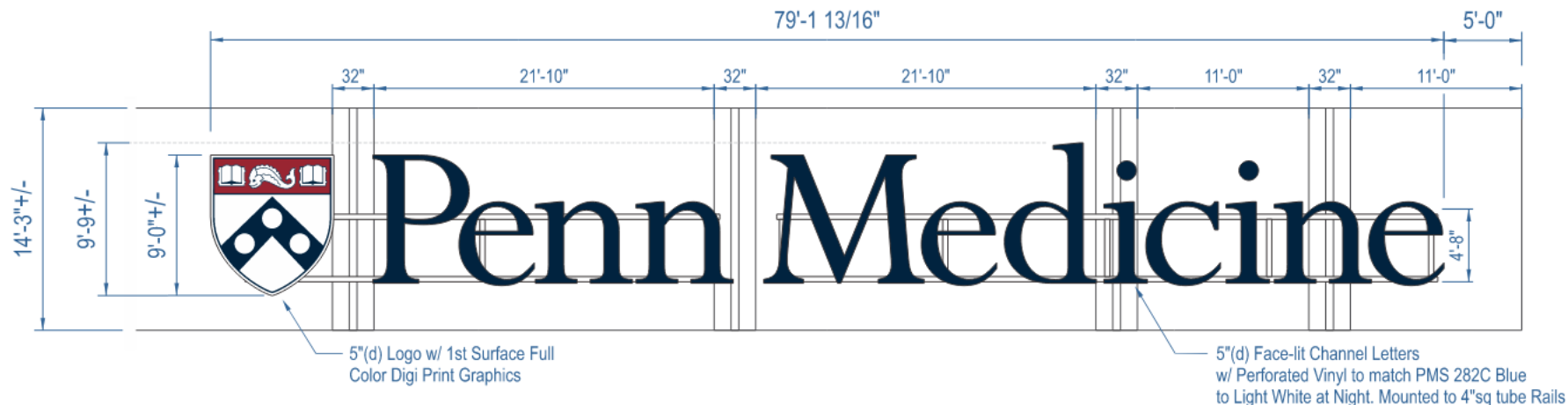
Penn Medicine



4.0 Elevation - Face Lit Channel Letterset on St'l Support Frame (EAST)
Scale: 1/8"=1'-0"

QTY = 1

4.1 Side View
Scale: 1/8"=1'-0"

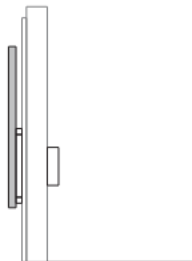


4.2 Elevation - Face Lit Channel Letterset on St'l Support Frame (WEST & NORTH)
Scale: 1/8"=1'-0"

QTY = 2

4.3 Side View
Scale: 1/8"=1'-0"

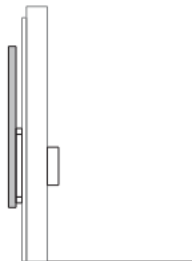
Proposed Sign – no dimensions



2.0 | Elevation - Face Lit Channel Letterset on St'l Support Frame (EAST)
Scale: 1/8"=1'-0"

QTY = 1

2.1 | Side View
Scale: 1/8"=1'-0"

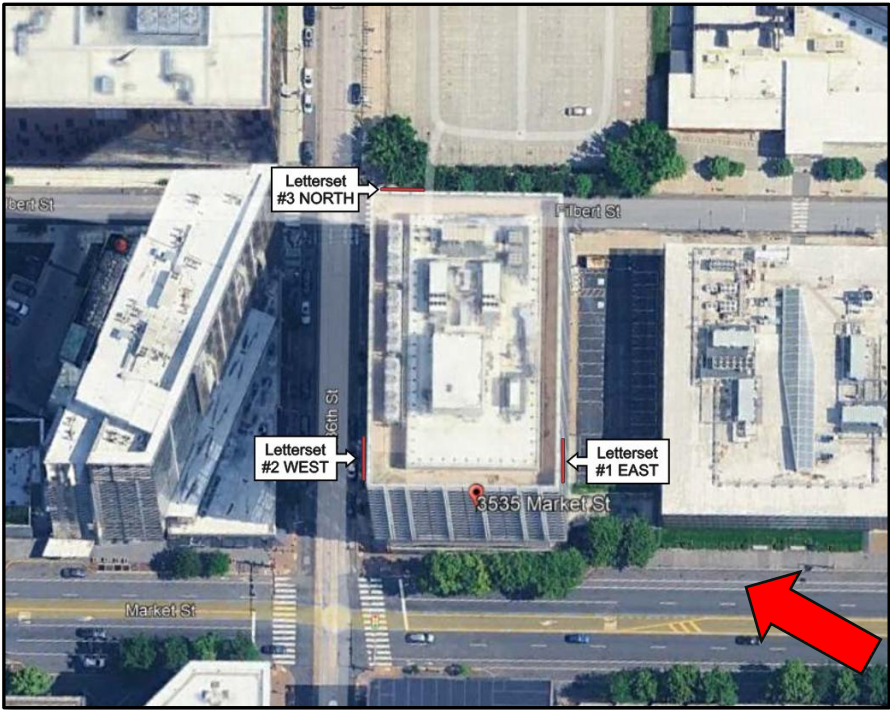


2.2 | Elevation - Face Lit Channel Letterset on St'l Support Frame (WEST & NORTH)
Scale: 1/8"=1'-0"

QTY = 2

2.3 | Side View
Scale: 1/8"=1'-0"

Eastern Face Visualization

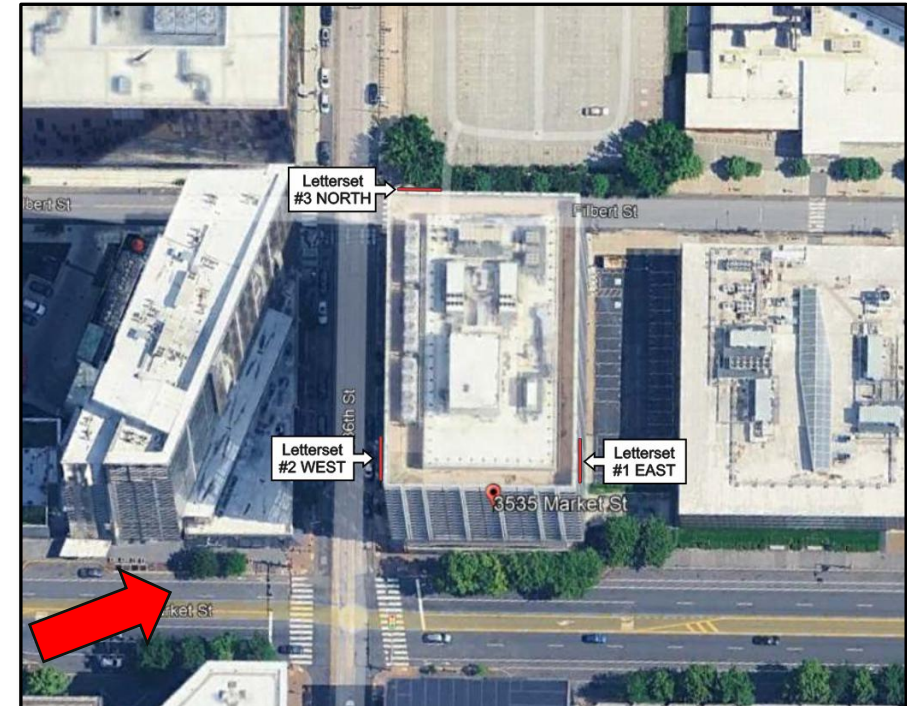


East Building Face – Proposed Condition (ID-1)
View from Market Street facing west

Western Face Visualization



Penn Medicine

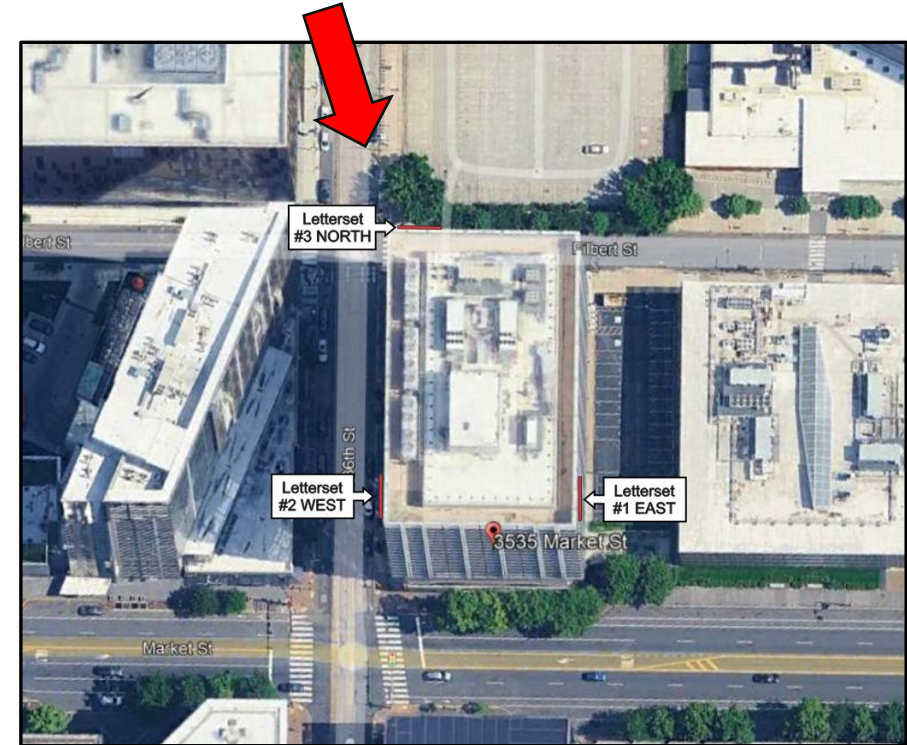
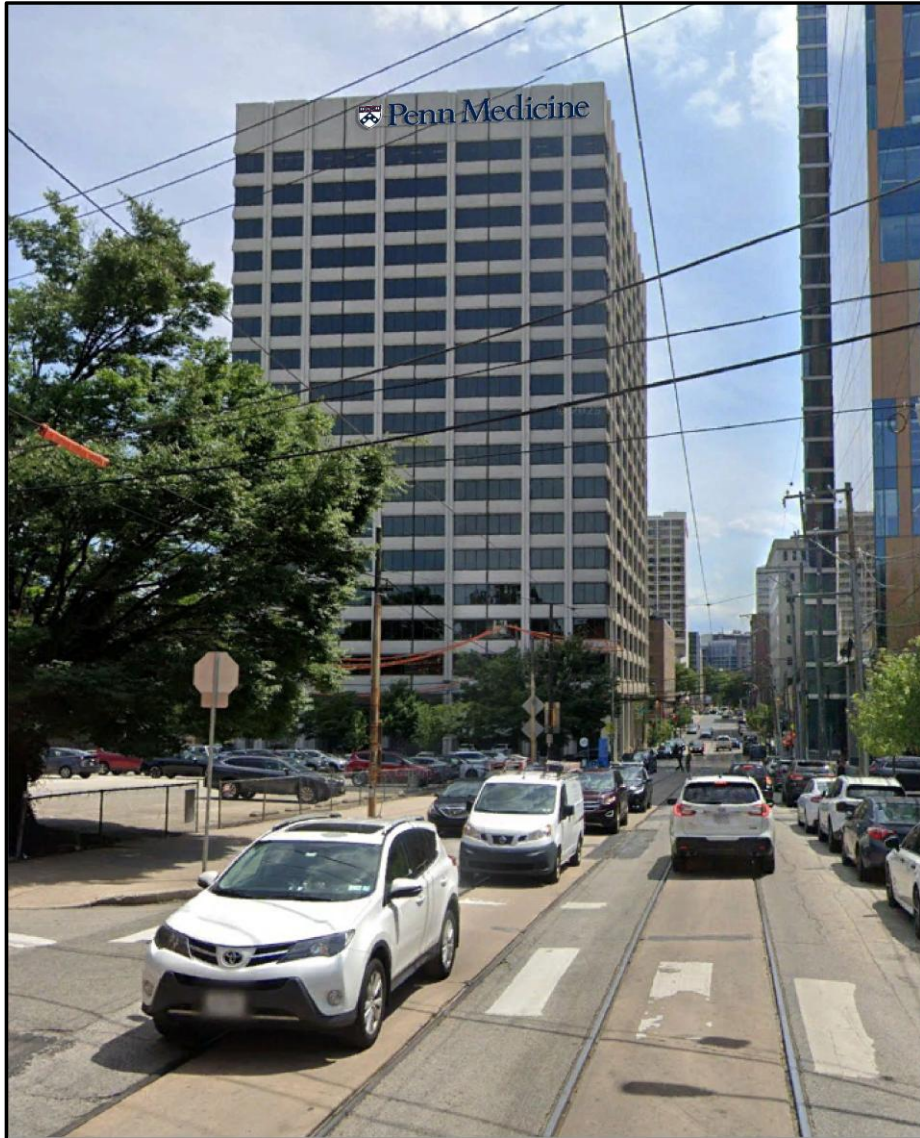


West Building Face – Proposed Condition (ID-2)
View from Market Street facing east

Northern Face Visualization



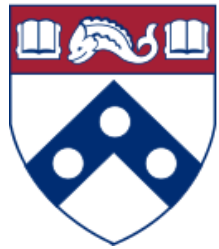
Penn Medicine



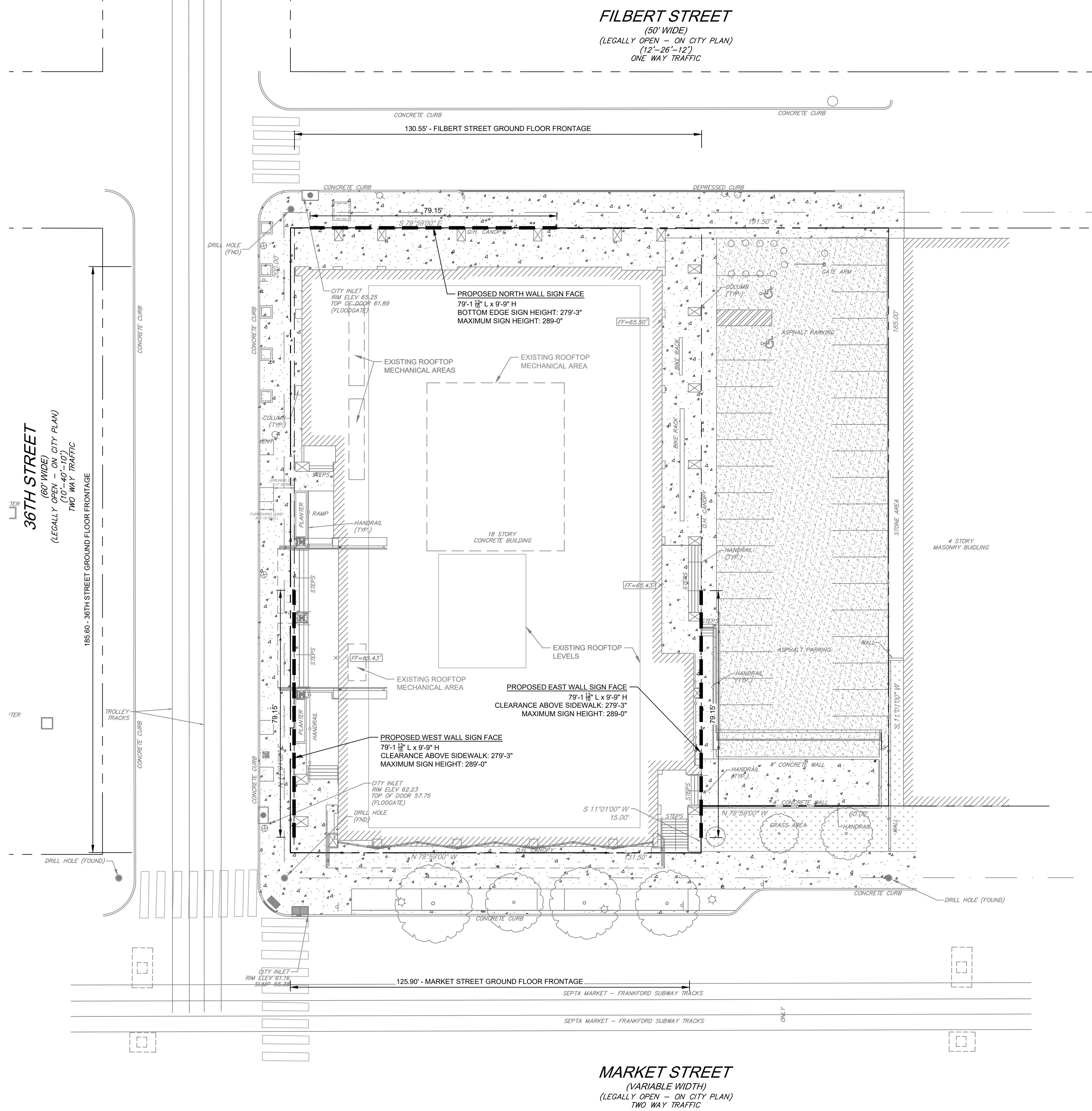
North Building Face – Proposed Condition (ID-3)
View from Market Street facing south



Penn Medicine



Penn Medicine



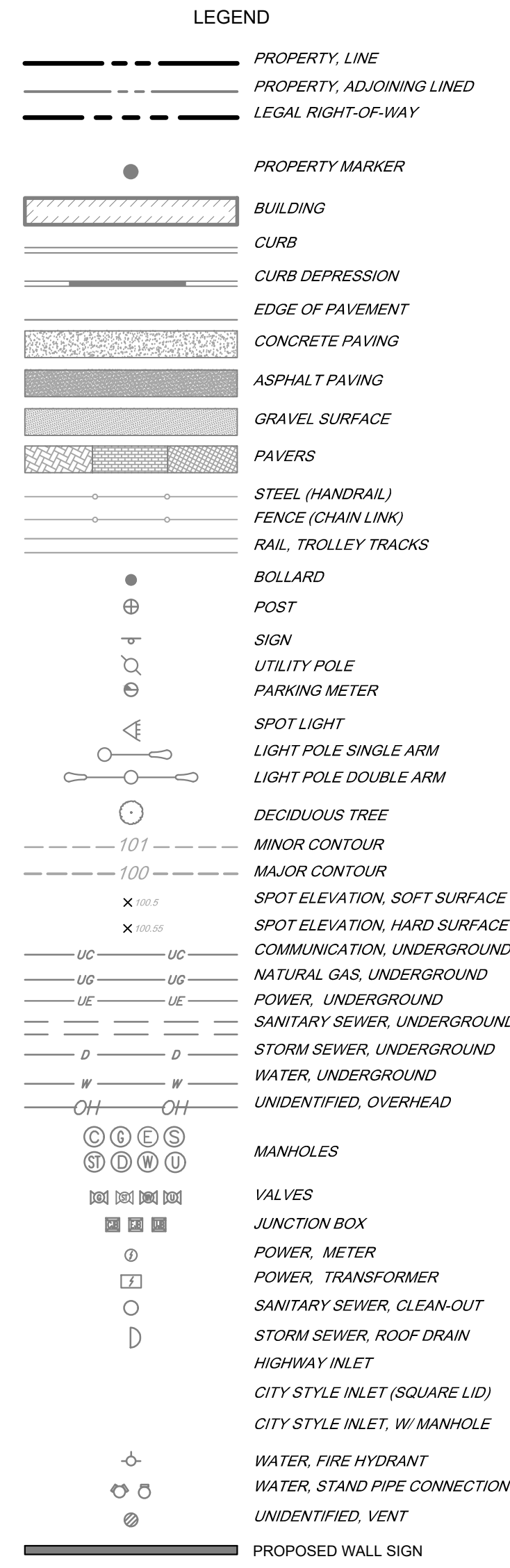
SITE PLAN
SCALE: 1" = 20'

SIGN REQUIREMENTS

COUNTY OF PHILADELPHIA ZONING ORDINANCE, ZONED "CENTER CITY COMMERCIAL MIXED USE" (CMX-4)				
SECTION	PERMITTED SIGN TYPES	WALL, PROJECTING, MARQUEE	REQUIRED/ALLOWED	PROPOSED
14-900(2), TABLE 14-904-1	STANDARDS	MAXIMUM NUMBER	N/A	3
		MAXIMUM AREA	2 SF PER LIN FT OF GROUND FLOOR FRONTAGE, 100 SF PER SIGN	APPROX. 772 SF PER FRONTAGE, TOTAL 2,316 SF
		MAXIMUM HEIGHT	THE LOWER OF THE ROOF LINE OR SECOND FLOOR WINDOW SILL	BELOW THE ROOF LINE
		ADDITIONAL REQUIREMENTS	NOTWITHSTANDING §14-901(1)(d), PROJECT SIGNS SHALL NOT EXTEND MORE THAN 24 IN. OVER ANY PUBLIC RIGHT-OF-WAY	COMPLIES
	PERMITTED SIGN CHARACTERISTICS	STATIC ILLUMINATION	PERMITTED	YES
		ANIMATED	PERMITTED	N/A
14-900(3)(a)	BUILDING IDENTIFICATION SIGNS IN CMX-4		A BUILDING IDENTIFICATION SIGN IS ALLOWED ON EACH FACADE OF A BUILDING, PROVIDED THE SIGN CONTAINS THE SAME MESSAGE FOR THE SAME SINGLE TENANT ON EACH FACADE	3 TOTAL; LOCATED ON NORTH, EAST, WEST FACADES
14-900(3)(b)	BOTTOM EDGE		THE BOTTOM EDGE OF A BUILDING IDENTIFICATION SIGN MUST BE AT LEAST 150 FT. HIGH	279'-3"
14-900(3)(c)	ROOF BUILDING IDENTIFICATION SIGNS		ROOF BUILDING IDENTIFICATION SIGNS SHALL BE PROHIBITED. WALL BUILDING IDENTIFICATION SIGNS SHALL NOT EXTEND ABOVE THE ROOF LINE	COMPLIES
14-900(3)(d)	ANIMATED ILLUMINATION		BUILDING IDENTIFICATION SIGNS WITH ANIMATED ILLUMINATION SHALL REQUIRE SPECIAL EXCEPTION APPROVAL	N/A

NOTES:

1. SIGNS APPROVED BY PHILADELPHIA ART COMMISSION. FILE XXXXX. XX/XX/XXXX.



SITE INFO:

SITE:

3535 MARKET STREET
CITY OF PHILADELPHIA
COUNTY OF PHILADELPHIA
COMMONWEALTH OF PENNSYLVANIA

OWNER/APPLICANT:

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA
3101 WALNUT STREET
PHILADELPHIA, PA 19104

ENGINEER:

PENNONI ASSOCIATES INC.
1900 MARKET STREET, SUITE 300
PHILADELPHIA, PA 19103

SURVEY NOTES:

- A FIELD SURVEY OF THE SITE WAS PERFORMED BY PENNONI ASSOCIATES IN AUGUST OF 2017.
- UNLESS SPECIFICALLY STATED OR SHOWN HEREON TO THE CONTRARY, THIS SURVEY IS MADE SUBJECT TO AND DOES NOT LOCATE OR DELINEATE:
 - RIGHTS OR INTERESTS OF THE UNITED STATES OF AMERICA OR COMMONWEALTH OF PENNSYLVANIA OVER LANDS NOW OR FORMERLY FLOWED BY TIDEWATER BUT NO LONGER VISIBLE OR PHYSICALLY EVIDENT, OR LANDS CONTAINING ANY ANIMAL, MARINE, OR BOTANICAL SPECIES REGULATED BY OR UNDER THE JURISDICTION OF ANY FEDERAL, STATE, OR LOCAL AGENCY.
 - BUILDING SETBACK LINES, ZONING REGULATIONS OR LINES ESTABLISHED BY ANY FEDERAL, STATE OR LOCAL AGENCY WHICH MAY AFFECT THE BUILDING OR DEVELOPMENT POTENTIAL OF THE SUBJECT PROPERTY.
 - ANY SUBSURFACE OR SUBTERRANEAN CONDITION, EASEMENTS OR RIGHTS INCLUDING BUT NOT LIMITED TO MINERAL OR MINING RIGHTS, OR THE LOCATION OF OR RIGHTS TO ANY SUBSURFACE STRUCTURES, CONTAINERS OR FACILITIES OR ANY OTHER NATURAL OR MAN-MADE SUBSURFACE CONDITION WHICH MAY OR MAY NOT AFFECT THE USE OR DEVELOPMENT POTENTIAL OF THE SUBJECT PROPERTY.
- LOCATIONS OF ON AND OFF SITE UTILITIES AS SHOWN ARE APPROXIMATE AND MAY OR MAY NOT BE COMPLETE. THE NATURE AND EXACT LOCATION OF EXISTING UTILITIES SHOULD BE VERIFIED PRIOR TO INITIATING ANY ACTIVITY THAT MAY AFFECT THEIR USE OR LOCATION.
 - THE LOCATION OF THE EXISTING UNDERGROUND UTILITIES SHOWN ON THIS PLAN HAVE BEEN TAKEN FROM EXISTING UTILITY RECORDS AVAILABLE AT THE TIME THESE PLANS WERE PREPARED AND FROM SURFACE OBSERVATION OF THE SITE.
 - COMPLETENESS OR ACCURACY OF LOCATION AND DEPTH OF UNDERGROUND UTILITIES AND STRUCTURES IS NOT GUARANTEED.
 - IN ACCORDANCE WITH PA ACT 287 OF 1974 AS AMENDED BY PA ACT 121 OF 2008 ENTITLED "UNDERGROUND UTILITY LINE PROTECTION LAW", THE CONTRACTOR SHALL NOTIFY ALL UTILITIES WITHIN THE WORK AREA VIA THE PENNSYLVANIA ONE CALL SYSTEM, INC. (800-242-1776) A MINIMUM OF 3 WORKING DAYS BEFORE THE START OF EXCAVATION.
 - THE CONTRACTOR SHALL VERIFY LOCATIONS AND DEPTHS OF ALL UNDERGROUND UTILITIES AND STRUCTURES BEFORE THE START OF WORK.
 - THE WORD "CERTIFY" AS USED IN ITS VARIOUS FORMS HEREON, IS UNDERSTOOD TO BE AN EXPRESSION OF PROFESSIONAL OPINION BY THE SURVEYOR, WHICH IS BASED ON HIS BEST KNOWLEDGE, INFORMATION AND BELIEF. AS SUCH, IT CONSTITUTES NEITHER A GUARANTEE OR WARRANTY, EITHER EXPRESSED OR IMPLIED.
 - THE HORIZONTAL DATUM FOR THIS PROJECT REFERENCES THE PENNSYLVANIA STATE PLANE COORDINATE SYSTEM, SOUTH ZONE, NORTH-AMERICAN DATUM OF 1983.
 - THE VERTICAL DATUM FOR THIS PROJECT REFERENCES THE CITY OF PHILADELPHIA VERTICAL DATUM, WITH REFERENCE TO BENCHMARK "MCMORY" (NORTH), EL. 52.05.
 - THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE REPORT.
 - THIS PLAN WAS PREPARED IN ACCORDANCE WITH INSTRUCTIONS OF THE CLIENT.

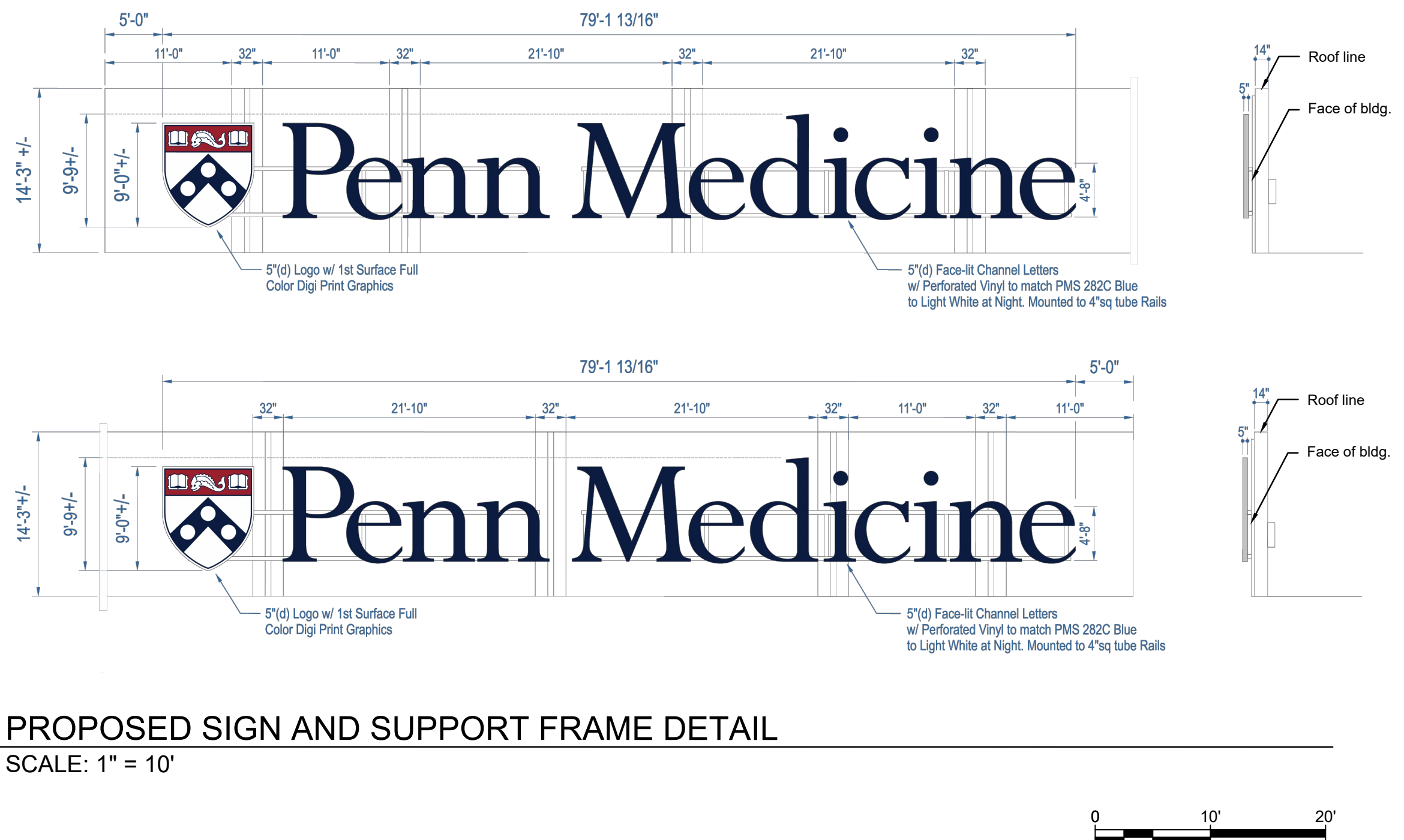
MUNICIPAL ZONING INFORMATION:

- THE SITE IS LOCATED IN THE FOLLOWING ZONE IN THE CITY OF PHILADELPHIA:
CMX-4, CENTER CITY COMMERCIAL MIXED-USE
- FOR COMPLETE ZONING INFORMATION, ATTENTION IS CALLED TO THE ZONING REQUIREMENTS IN THE CITY OF PHILADELPHIA AS CURRENTLY AMENDED
- A ZONING PERMIT IS REQUIRED FOR ANY PROPOSED CHANGES TO LOT LINES INCLUDING CONSOLIDATION OF EXISTING PARCEL.
- THIS PLAN IS INTENDED AS A SIGNAGE ZONING PERMIT PLAN ONLY.

FLOOD ZONE INFORMATION:

NO FIELD SURVEYING WAS PERFORMED TO DETERMINE THIS ZONE AND AN ELEVATION CERTIFICATE MAY BE NEEDED TO VERIFY THIS DETERMINATION OR APPLY FOR A VARIANCE FROM THE FEDERAL EMERGENCY MANAGEMENT AGENCY.

ZONE X AREA DETERMINED TO BE OUTSIDE THE 0.2% ANNUAL CHANCE FLOODPLAIN



PROPOSED SIGN AND SUPPORT FRAME DETAIL
SCALE: 1" = 10'



PENNONI ASSOCIATES INC.
1900 MARKET STREET, SUITE 300
PHILADELPHIA, PA 19103
T 215.222.3000 F 215.222.3588

ALL DIMENSIONS MUST BE VERIFIED BY CONTRACTOR
DISCREPANCIES BEFORE PROCEEDING WITH WORK

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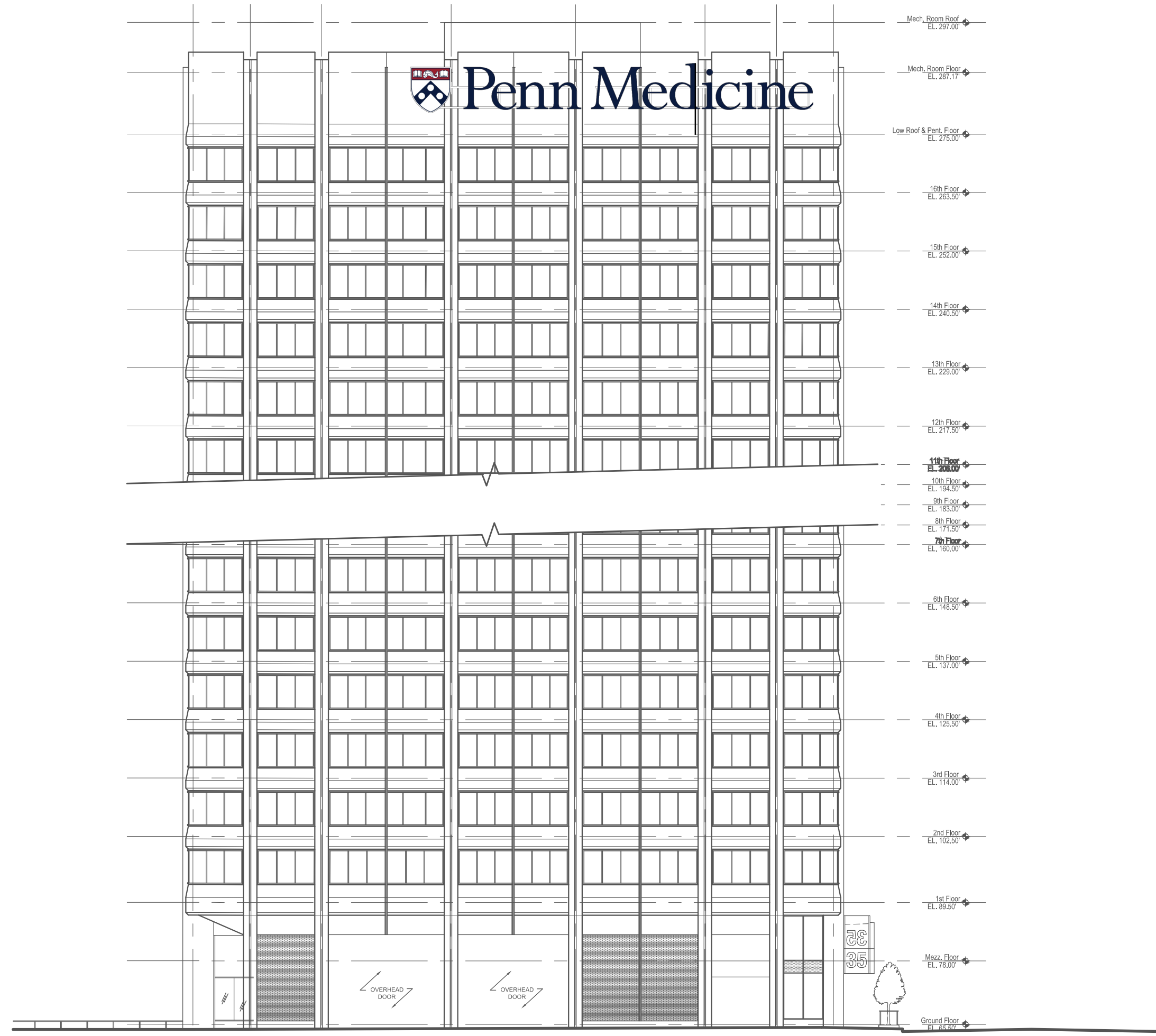
3535 MARKET STREET
3535 MARKET STREET
PHILADELPHIA, PA 19104

ZONING SIGNAGE PERMIT PLAN
TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA
3101 WALNUT STREET
PHILADELPHIA, PA 19104

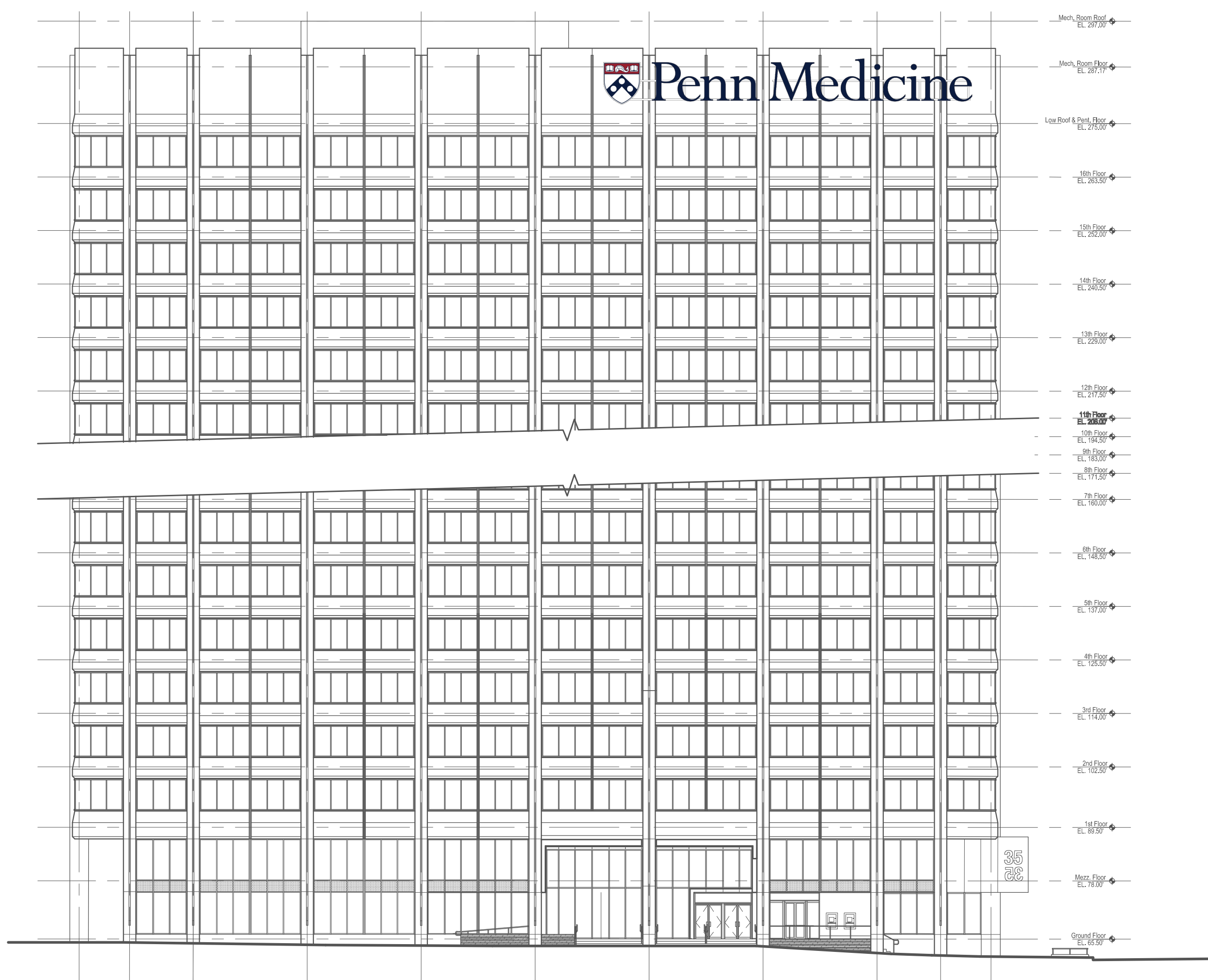
NO.	DATE	BY	REVISIONS
1	2024-05-22	SDS	ZONING PERMIT APPLICATION

ALL DOCUMENTS PREPARED BY PENNONI ASSOCIATES ARE INSTRUMENTS OF SERVICE IN RESPECT OF THE PROJECT. THEY ARE NOT INTENDED OR REPRESENTED TO BE INSTALLED FOR REUSE BY OWNER OR OTHERS ON THE EXTENSIONS OF THE PROJECT OR ON ANY OTHER PROJECT. ANY REUSE WITHOUT WRITTEN VERIFICATION OR ADAPTATION BY PENNONI ASSOCIATES FOR THE SPECIFIC PURPOSE INTENDED WILL BE AT OWNERS SOLE RISK AND WITHOUT LIABILITY ON LEGAL EXPOSURE TO PENNONI ASSOCIATES, AND OWNER SHALL INDEMNIFY AND HOLD HARMLESS PENNONI ASSOCIATES FROM ALL CLAIMS, DAMAGES, LOSSES AND EXPENSES ARISING OUT OF OR RESULTING THEREFROM.

PROJECT	UPNHS28006
DATE	2028-05-22
DRAWING SCALE	AS NOTED
DRAWN BY	IRK
APPROVED BY	SDS
CS1301	
SHEET	1 OF 2



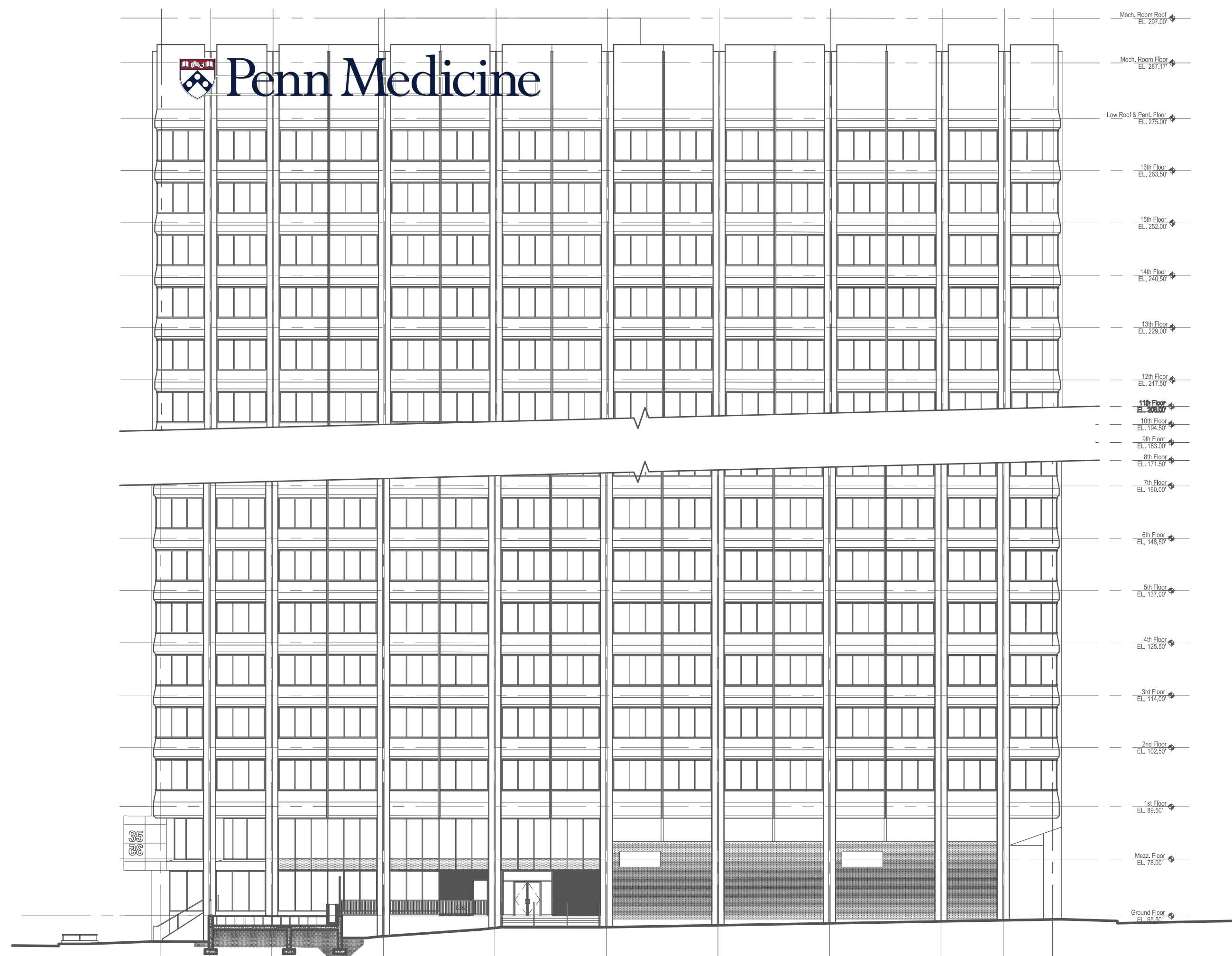
BUILDING ELEVATION - NORTHERN FACE (FILBERT STREET)
SCALE: 1" = 20'



BUILDING ELEVATION - WESTERN FACE (36TH STREET)
SCALE: 1" = 20'



BUILDING ELEVATION - SOUTHERN FACE (MARKET STREET)
SCALE: 1" = 20'



BUILDING ELEVATION - EASTERN FACE (PARKING LOT)
SCALE: 1" = 20'



PENNONI ASSOCIATES, INC.
1501 Market Street, Suite 300
Philadelphia, PA 19102
T 215.222.3000 F 215.222.3588

ALL DIMENSIONS MUST BE VERIFIED BY CONTRACTOR
ON SITE PRIOR TO PROCEEDING WITH WORK

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3535 MARKET STREET
3535 MARKET STREET
PHILADELPHIA, PENNSYLVANIA

ZONING SIGNAGE PERMIT SECTIONS AND ELEVATIONS

UNIVERSITY OF PENNSYLVANIA
3101 WALNUT STREET
PHILADELPHIA, PA 19104

NO	DATE	REVISIONS	BY
1	2026-05-22	ZONING PERMIT APPLICATION	SDS

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OR ADAPTATION BY PENNONI ASSOCIATES FOR THE
SPECIFIC PURPOSE INTENDED WILL BE AT OWNERS
SOLE RISK AND WITHOUT LIABILITY OR LEGAL
EXPOSURE TO PENNONI ASSOCIATES. AND OWNER
SHALL INDEMNIFY AND HOLD HARMLESS PENNONI
ASSOCIATES FROM ALL CLAIMS, DAMAGES, LOSSES AND
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PROJECT UPNHS26006
DATE 2026-05-22
DRAWING SCALE 1"=20'
DRAWN BY IRK
APPROVED BY SDS

CS1302
SHEET 2 OF 2