

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



Philadelphia
Art Commission
CITY OF PHILADELPHIA

Art Commission Signage Review Cover Letter

Date: 8/6/26

Name of Business or Entity (to which the sign is accessory): Temple University

Sign Location (Address): 201-11 S. Broad Street On Public Property? ☐ Yes ☒ No

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

☒ Yes (specify): Center City Commercial Dis ☐ 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	wall	1'10' x 57.5'	11 feet	metal	☐
2	wall	7' x 5"	1 feet		☒
3	wall	3'2" x 3'	4'9"	metal	☐
4					☐

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

Temple University has acquired Terra Hall for use as part of Temple University's Center City campus. The proposed signs are identification purposes and consistent with the University's signage at its main and other campuses. The signs are aesthetically appropriate for this South Broad Street commercial area.

Primary Contact for Art Commission

Communications:

Name: Neil Sklaroff, Esquire

Company: Dilworth Paxson LLP

Address: 1650 Market Street, Suite 12

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____



DIRECT DIAL NUMBER:
(215) 575-7353

Neil Sklaroff
nsklaroff@dilworthlaw.com

August 5, 2026

Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Re: Temple University Terra Hall Marquee and Signage

Dear Members of the Art Commission and the Sign and Streeter Committee:

Temple University has acquired Terra Hall which will become part of the Center City campus of the University. Terra Hall occupies the corner of South Broad Street and Walnut Street and is known as 201-11 S. Broad Street. This application seeks approval of a new marquee, measuring approximately 58 lineal feet along Terra Hall's Broad Street frontage. Pursuant to Title 11 of the Philadelphia Code, the Streets Department requires Art Commission approval of the marquee.

The application also seeks a zoning permit for the erection of three signs to the Broad Street frontage: (1) a wall sign attached to the marquee; and (2) two wall signs to the building's ground floor elevation. We have attached the zoning site plans that include renderings and engineering drawings of the project. For context and in addition to photographs included in the site plan, we also include plans from the previous approval of a marquee located at the corner of Walnut and Broad Street which is not a subject of our zoning permit application.

If you have any questions or desire additional information, please contact me directly.

Respectfully submitted,

/s/ *Neil Sklaroff*
Neil Sklaroff

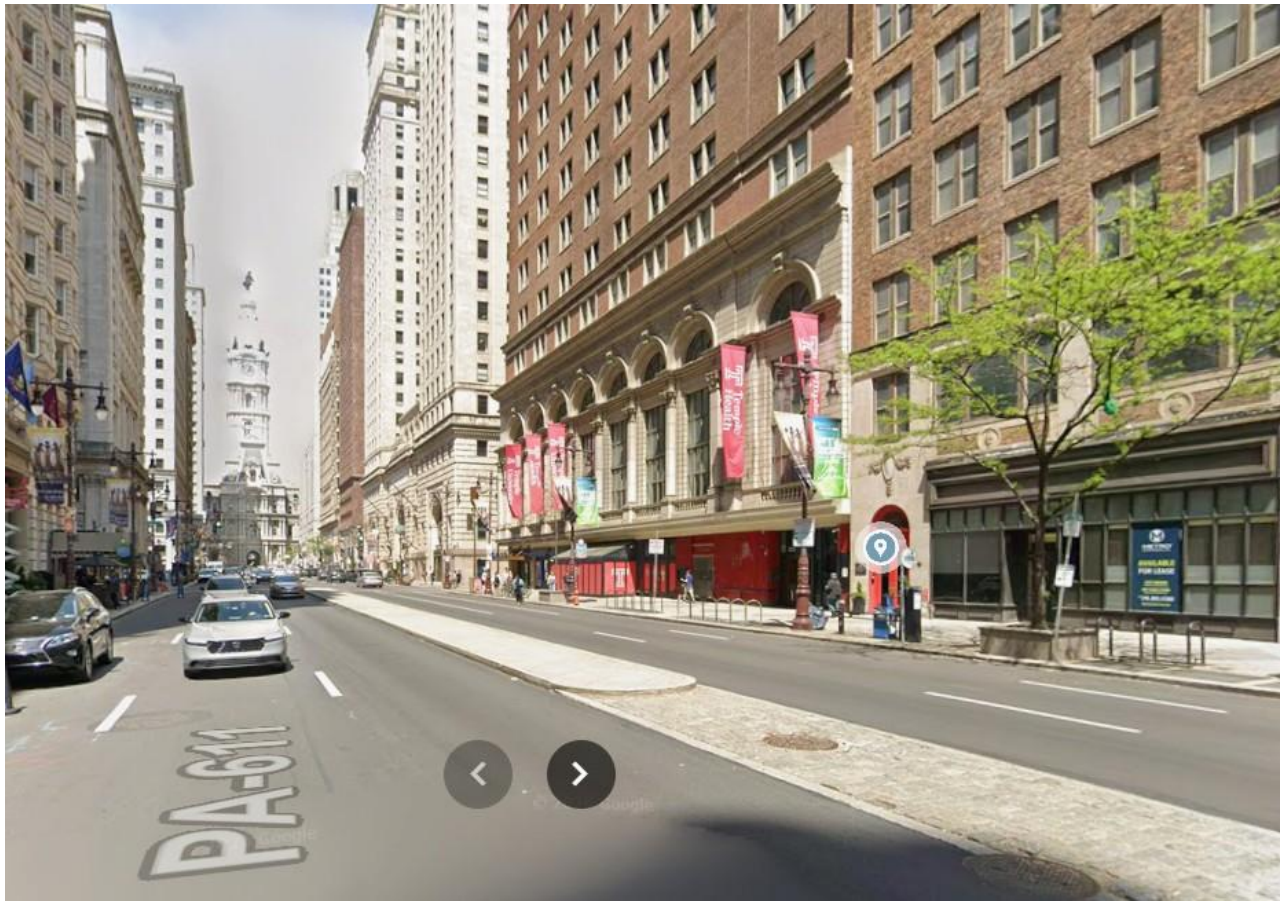
A low-angle, upward-looking photograph of Terra Hall at Temple University. The building is a tall, multi-story structure with a brick upper section and a classical stone base. The sky is a clear, bright blue. Several red banners with the Temple University logo and name are hanging from the building's facade. The perspective creates a sense of height and grandeur.

TEMPLE UNIVERSITY

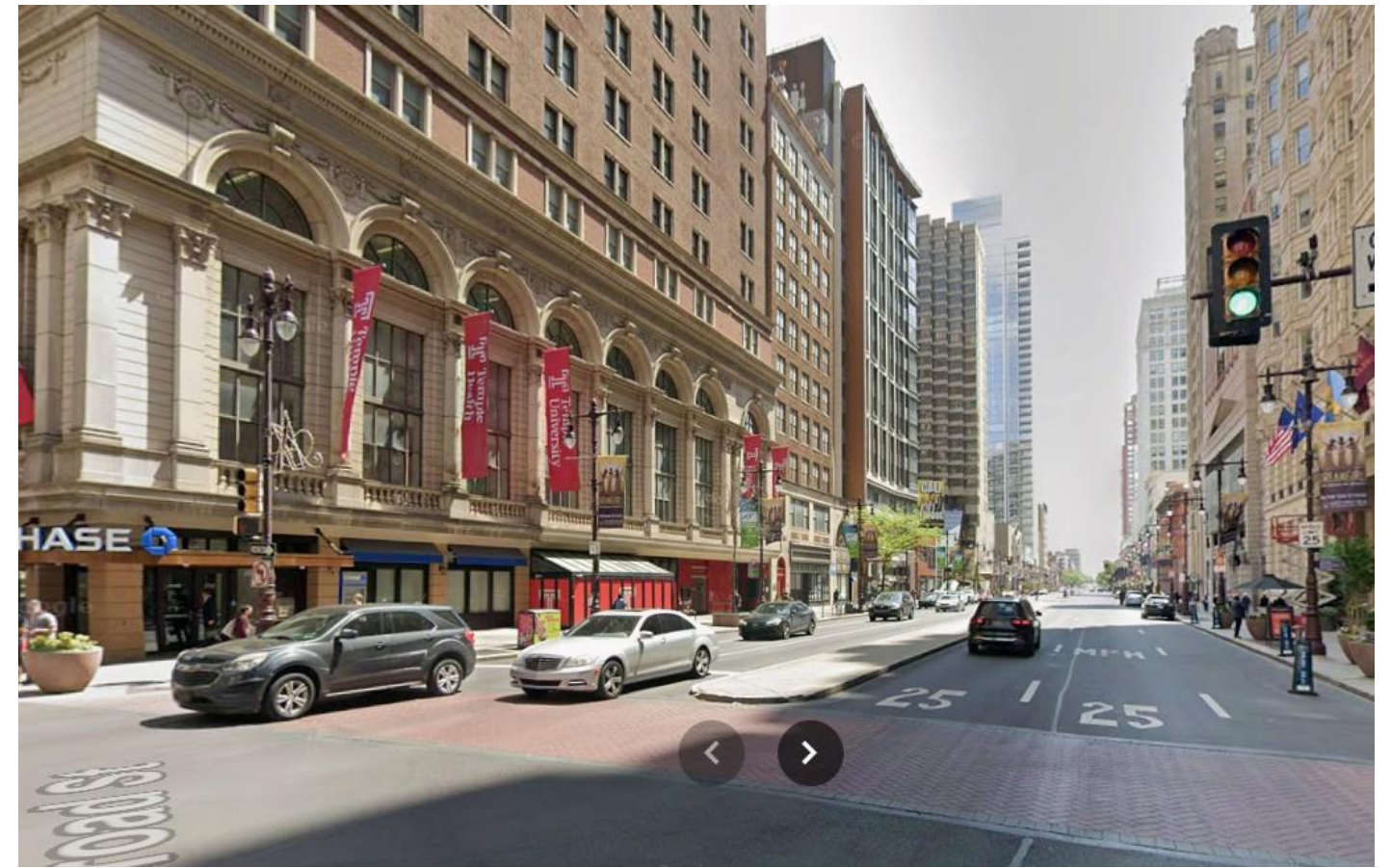
TERRA HALL

PREPARED BY:

JACOBS WYPER ARCHITECTS



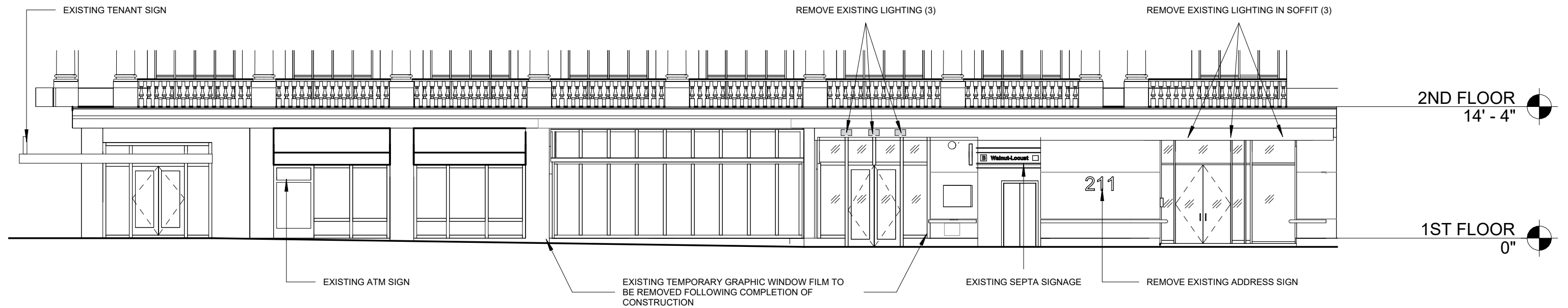
LOOKING NORTHWARD



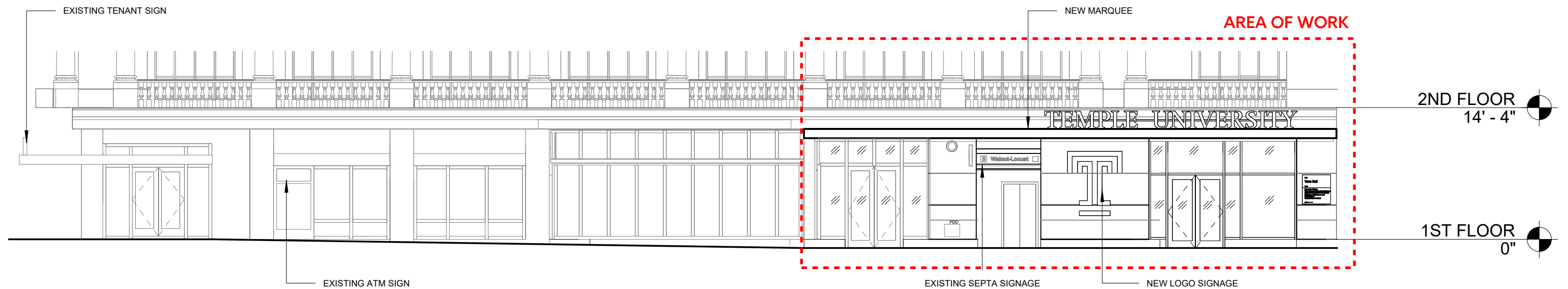
LOOKING SOUTHWARD



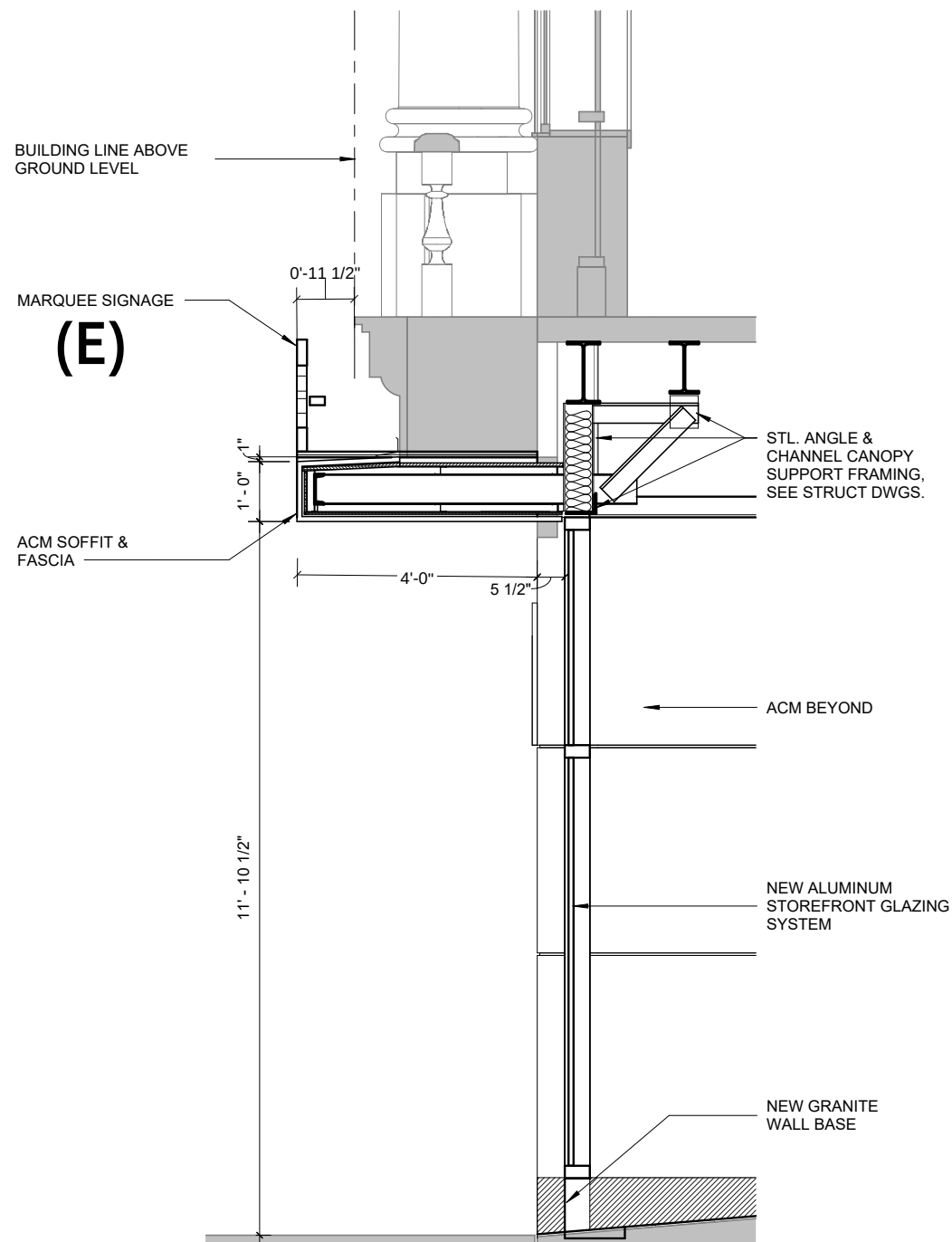
VIEW FROM ACROSS THE STREET



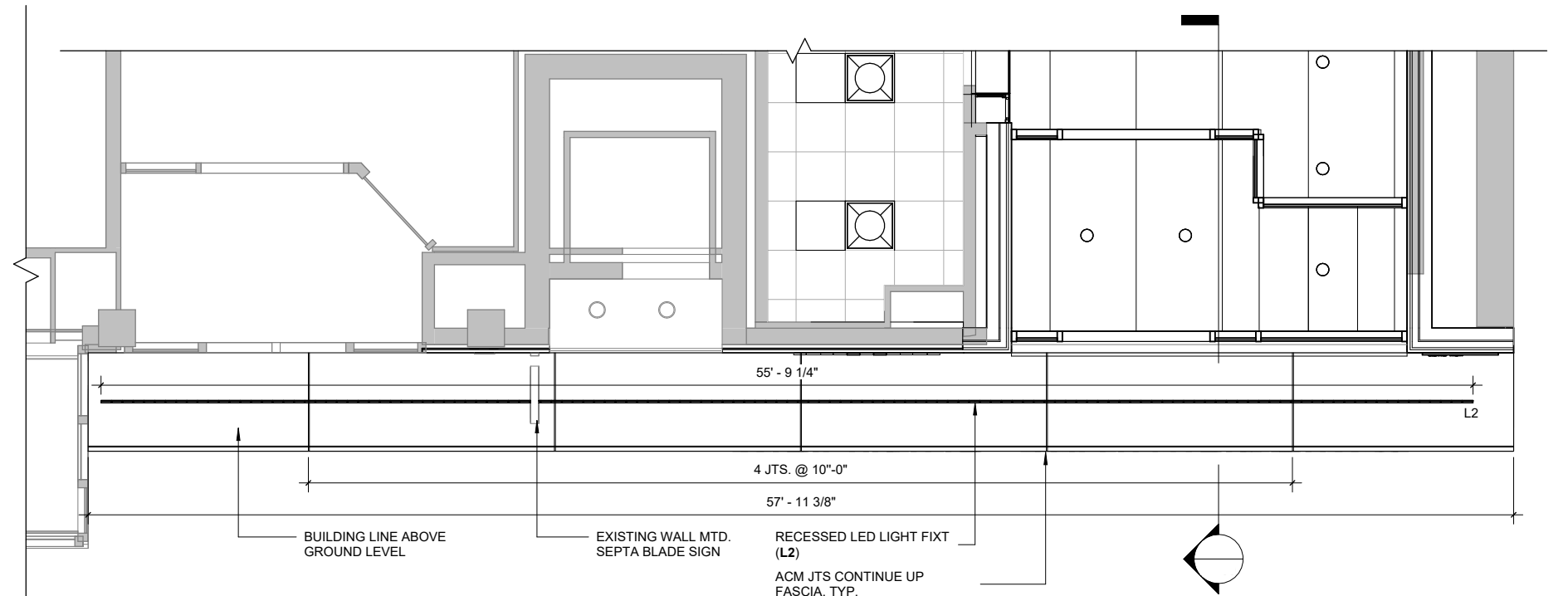
EXISTING ELEVATION



PROPOSED ELEVATION



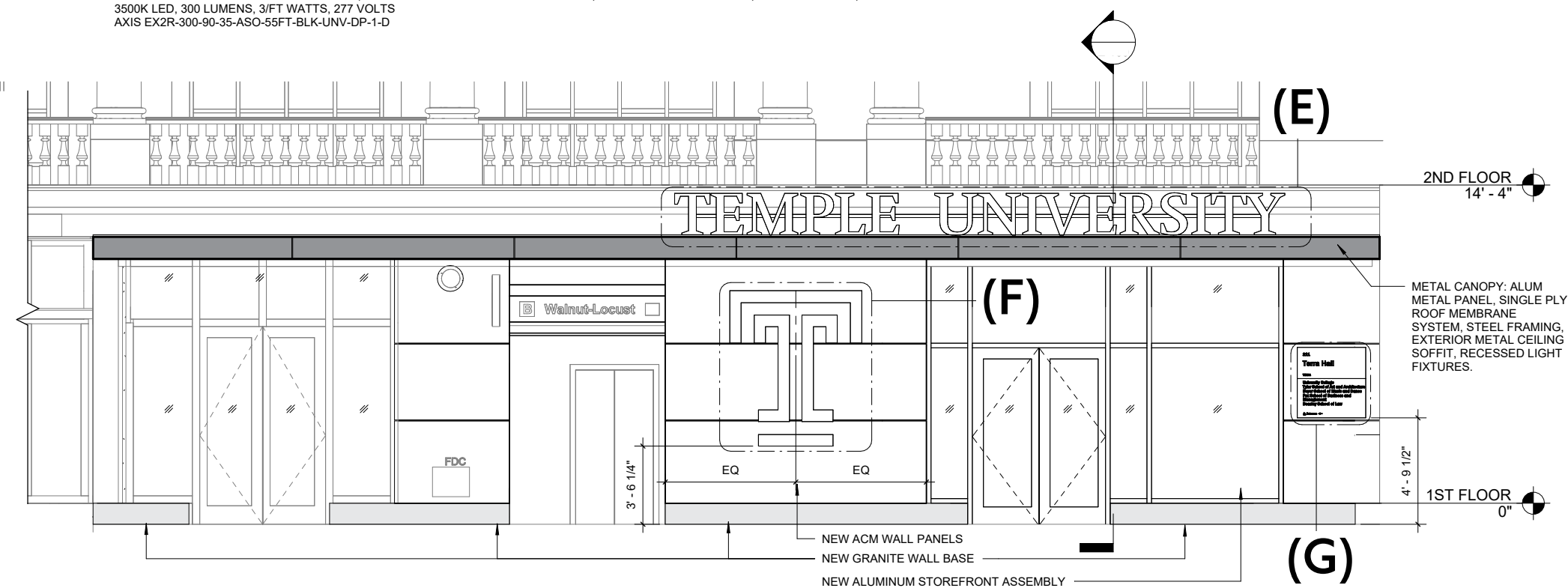
WALL SECTION



MARQUEE RCP

LUMINAIRE SPECIFICATION

L2 2.6" X 55.5'L LINEAR LED RECESSED LIGHT, EXTRUDED ALUMINUM CONSTRUCTION, EXTRUDED ACRYLIC LENS, REMOTE DRIVER, IP66 AND IK10 RATED
3500K LED, 300 LUMENS, 3/FT WATTS, 277 VOLTS
AXIS EX2R-300-90-35-ASO-55FT-BLK-UNV-DP-1-D



ELEVATION



EXISTING CONDITIONS



PROPOSED WORK

SIGNAGE REQUIREMENTS

		CMX-4/5	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per frontage
	Maximum Area	2 sq. ft. per lin. ft. of ground floor frontage; 100 sq. ft. per sign	50 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	10 ft.
	Additional Requirements	Notwithstanding § 14-904(1)(d), projecting signs shall not extend more than 24 in. over any public right-of-way	N/A
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination: Digital Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Electronic Message Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Accessory Digital News Ticker	As provided in § 14-906(6)	As provided in § 14-906(6)
	Mechanical Motion	Yes	Yes

EXISTING SIGNAGE



(A)



(B)



(C)



(D)

Existing Signs (Zoning District: CMX-5)

Maximum Allowable Square Footage: Broad Street (273 sq. ft.)

Sign Type	Information	Dimensions	Sq. Ft.
A	Septa Sign	1'-2" x 6'-10"	8
B	Septa Sign	2'-4" x 2'-4"	4.28
C	Chase Bank Sign (illuminated)	2'-2 1/4" x 11'-8 1/2"	25.6
D	Chase Bank ATM Surround (illuminated)	7 7/8" x 3'-6 1/8"	2.3
Total Area:			40.18

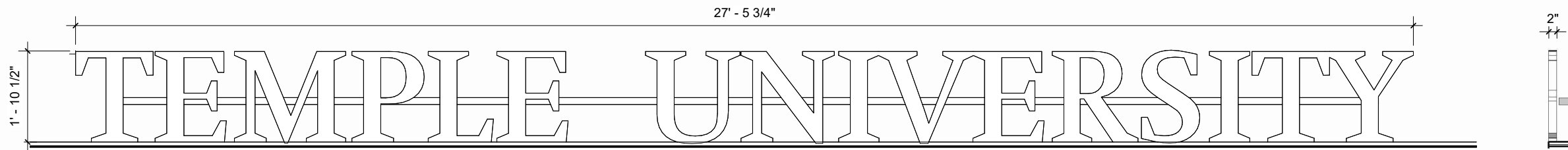
New Proposed Signs (Zoning District: CMX-5)

Maximum Allowable Square Footage: Broad Street (273 sq. ft.)

Sign Type	Information	Dimensions	Sq. Ft.
E	Temple University Accessory Marquee (non-illuminated)	1-10 1/2" x 27'-5 3/4"	51.51
F	Temple University Logo Wall mounted (illuminated)	7'-0" x 5'-11 3/8"	41.61
G	Building Information Wall Sign (non-illuminated)	3'-2 1/8" x 3'-1"	9.79
Total Area:			102.91

(Broad Street Frontage Sign Area: 40.18 + 102.91 = 143.09 sq. ft.)

SIGNAGE CALCULATIONS



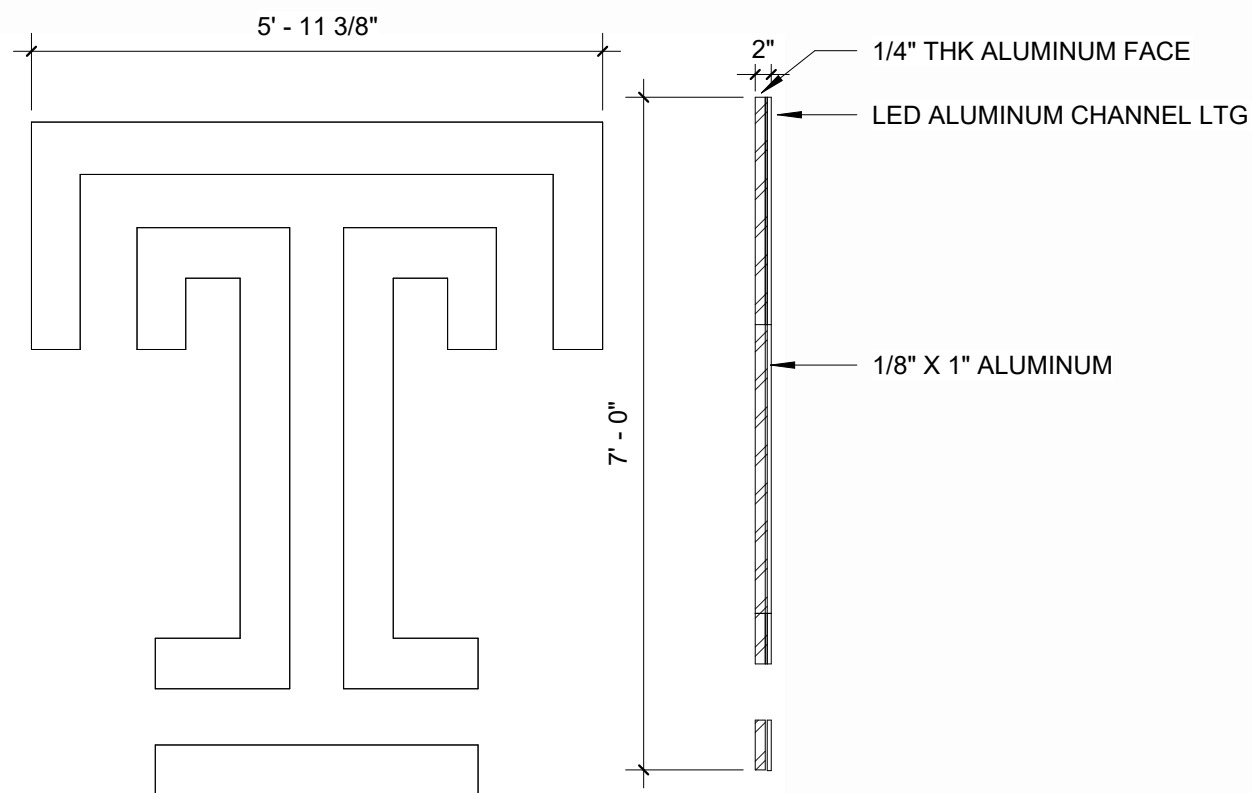
STAINLESS STEEL SIGNAGE. LETTERS, PIN MOUNTED TO BACKING BAR. FONT: SWIFT BOLD. ALL CAPS.

FRONT ELEVATION

SIDE ELEVATION

(E) ACCESSORY MARQUEE

NON-ILLUMINATED

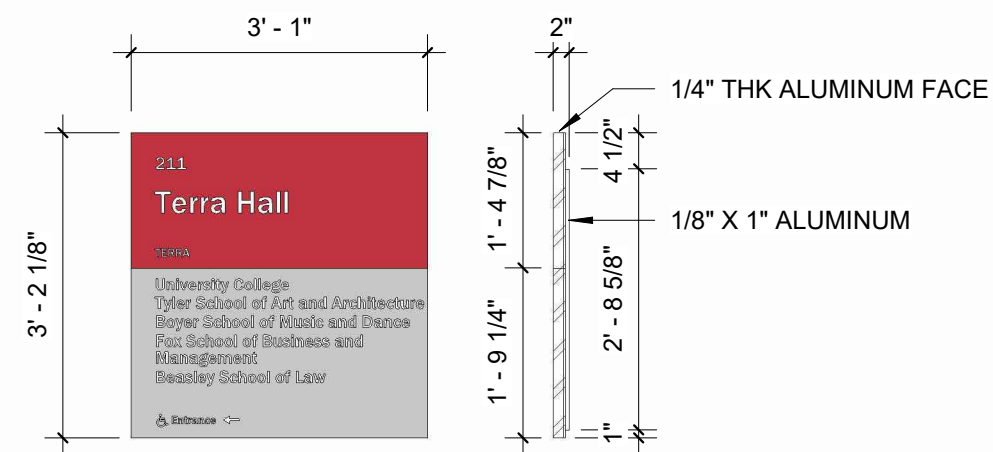


FRONT ELEVATION

SIDE ELEVATION

(F) LOGO WALL MOUNTED

ILLUMINATED

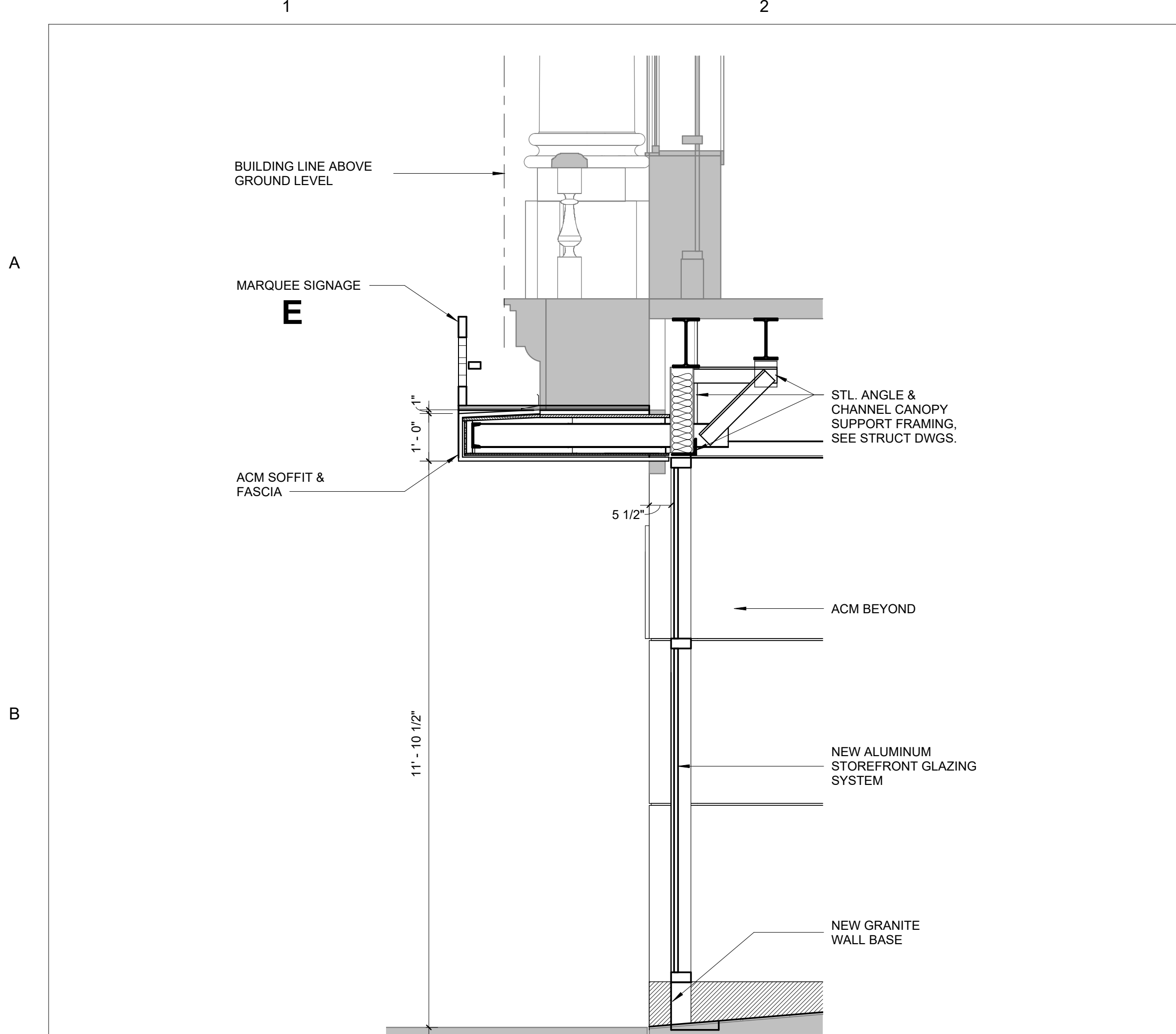


FRONT ELEVATION

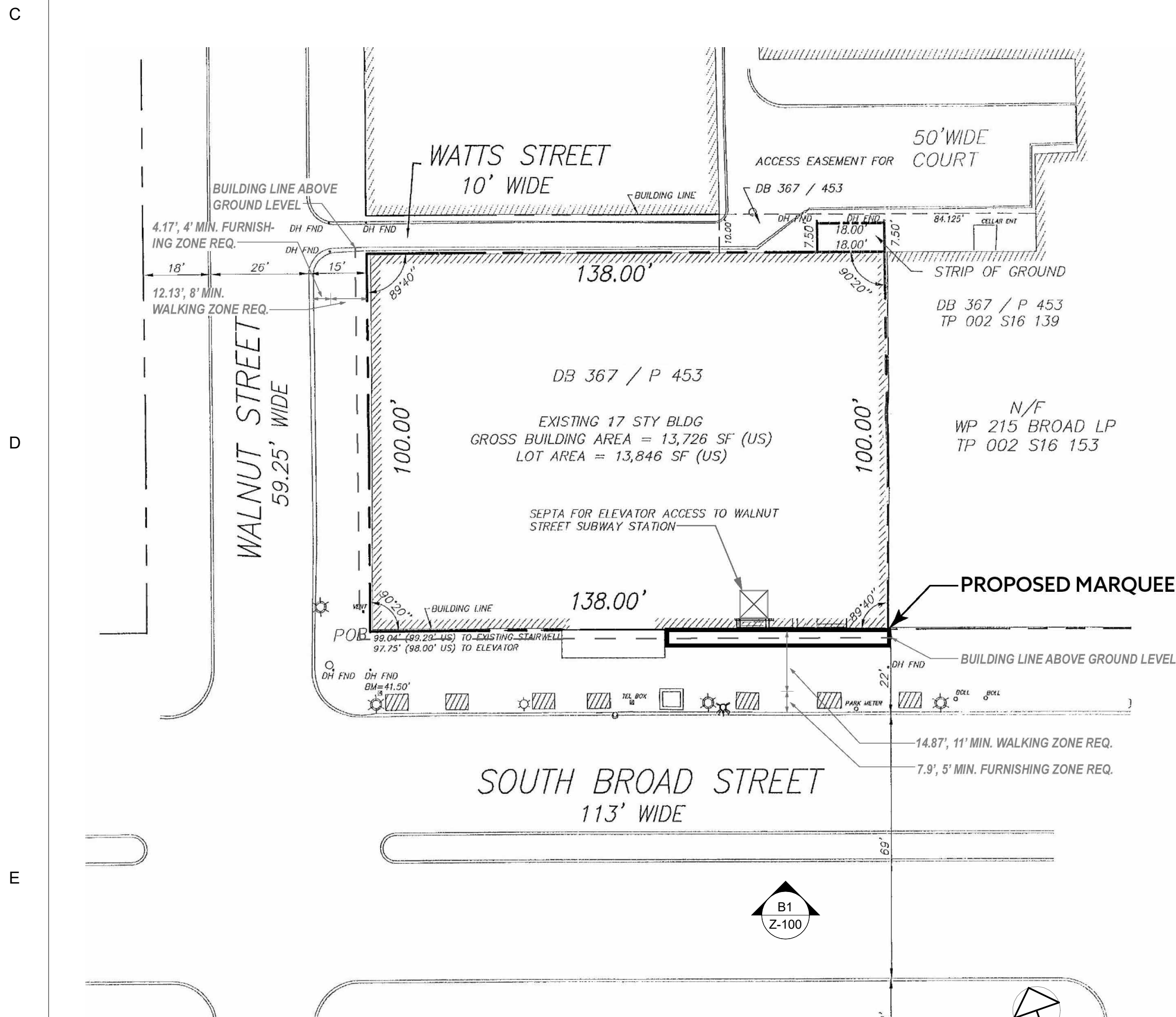
SIDE ELEVATION

(G) BUILDING INFORMATION WALL SIGN

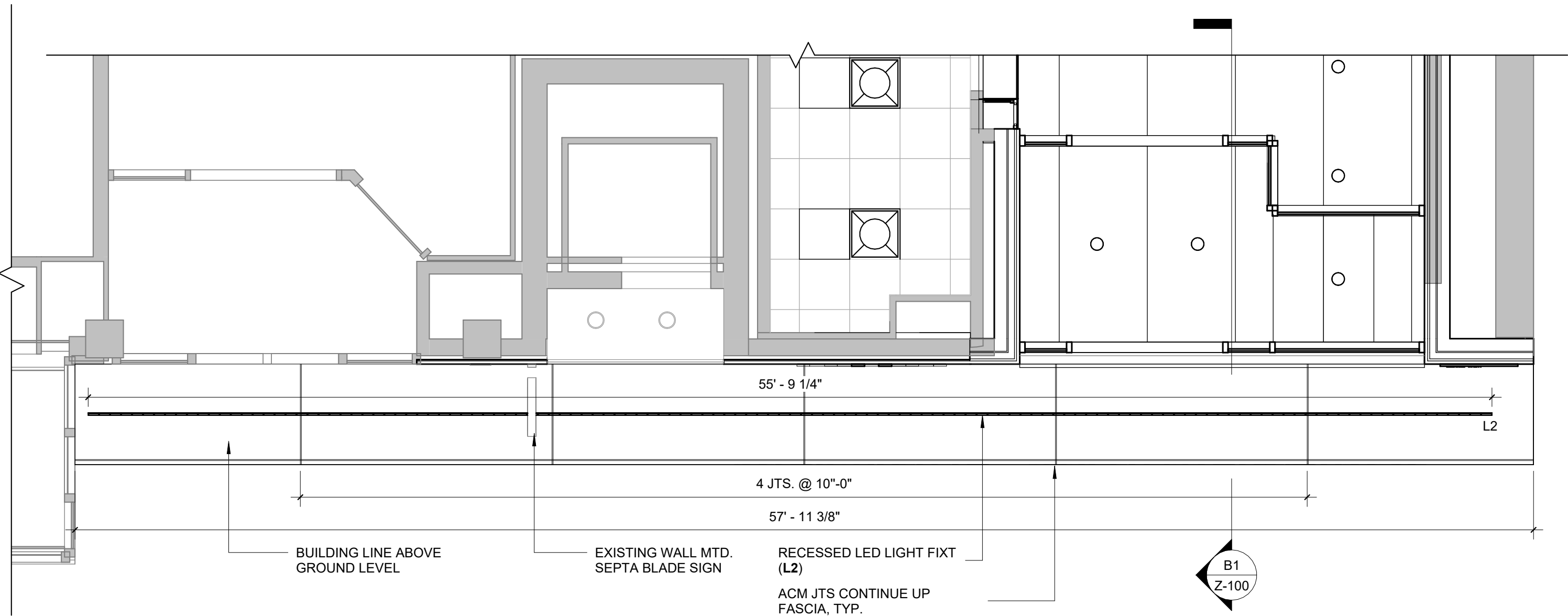
NON-ILLUMINATED



B1 SECTION THRU MARQUEE
1/2" = 1'-0"



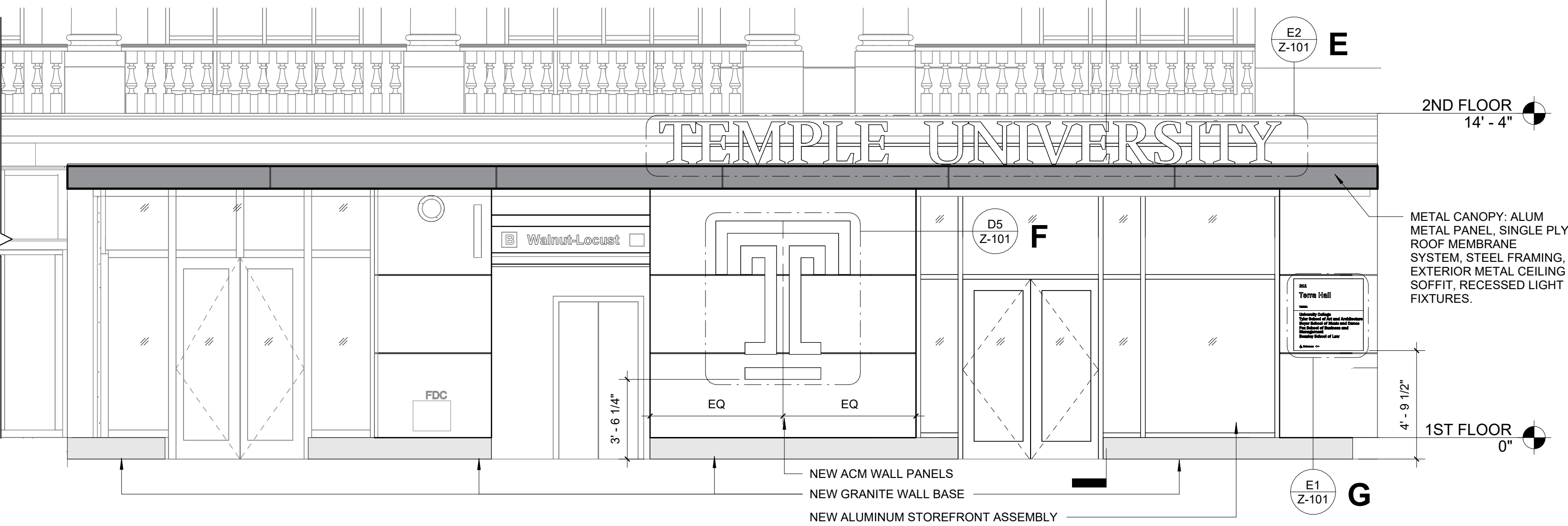
E1 SITE PLAN
1" = 50'-0"



C3 MARQUEE RCP
1/4" = 1'-0"

LUMINAIRE SPECIFICATION

- L2 2.6" X 55.5'L LINEAR LED RECESSED LIGHT, EXTRUDED ALUMINUM CONSTRUCTION, EXTRUDED ACRYLIC LENS, REMOTE DRIVER, IP66 AND IK10 RATED 3500K LED, 300 LUMENS, 31FT WATTS, 277 VOLTS AXIS EX2R-300-90-35-ASO-55FT-BLK-UNV-DP-1-D



B3 WEST ELEVATION - MARQUEE
1/4" = 1'-0"

		CMX-4/5	
		Permitted Sign Types:	
Standards	Maximum Number	N/A	1 per frontage
	Maximum Area	2 sq. ft. per lin. ft. of ground floor frontage; 100 sq. ft. per sign 905	50 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	10 ft.
	Additional Requirements	Notwithstanding § 14-904(1)(d), projecting signs shall not extend more than 24 in. over any public right-of-way	N/A
	Static Illumination	Yes	Yes
Permitted Sign Characteristics	Animated Illumination: Digital Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Electronic Message Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Accessory Digital News Ticker	As provided in § 14-906(6)	As provided in § 14-906(6)
	Mechanical Motion	Yes	Yes

Existing Signs (Zoning District: CMX-5)

Maximum Allowable Square Footage: Broad Street (273 sq. ft.)

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D	Chase Bank ATM Surround (illuminated)	7 7/8" x 3'-6 1/8"	2.3
Total Area:			40.18

New Proposed Signs (Zoning District: CMX-5)

Maximum Allowable Square Footage: Broad Street (273 sq. ft.)

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Total Area:			102.91

(Broad Street Frontage Sign Area: 40.18 + 102.91 = 143.09 sq. ft.)

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TEMPLE UNIVERSITY

TERRA HALL RENOVATION

Seal:

NOT FOR
CONSTRUCTION



Revision Schedule

MARQUEE PLANS & RCP

Z-100

DATE: 07/17/2026

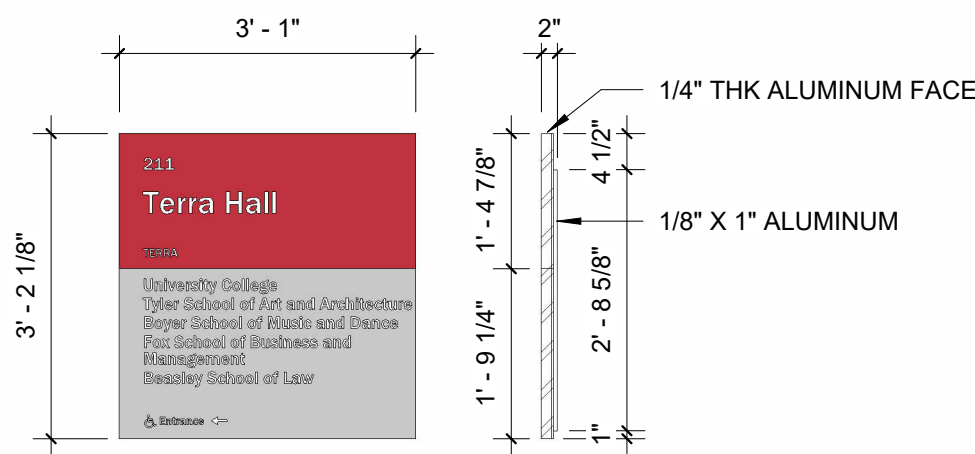
PROJ. #: 25045A



C1 WEST ELEVATION RENDERING - LOBBY ENTRY
3/16" = 1'-0"



D1 3D PERSPECTIVE 2



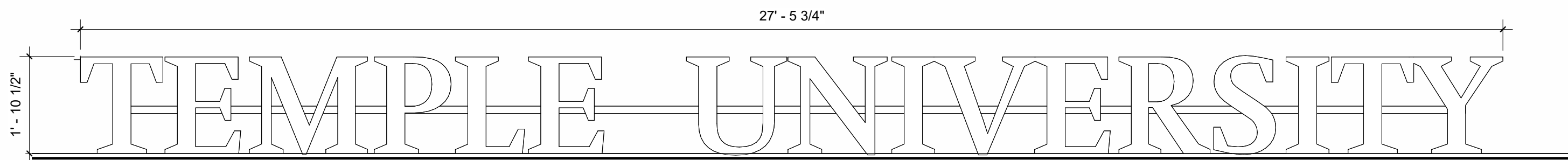
FRONT ELEVATION

SIDE ELEVATION

E1 BUILDING INFORMATION WALL SIGN
1/2" = 1'-0"

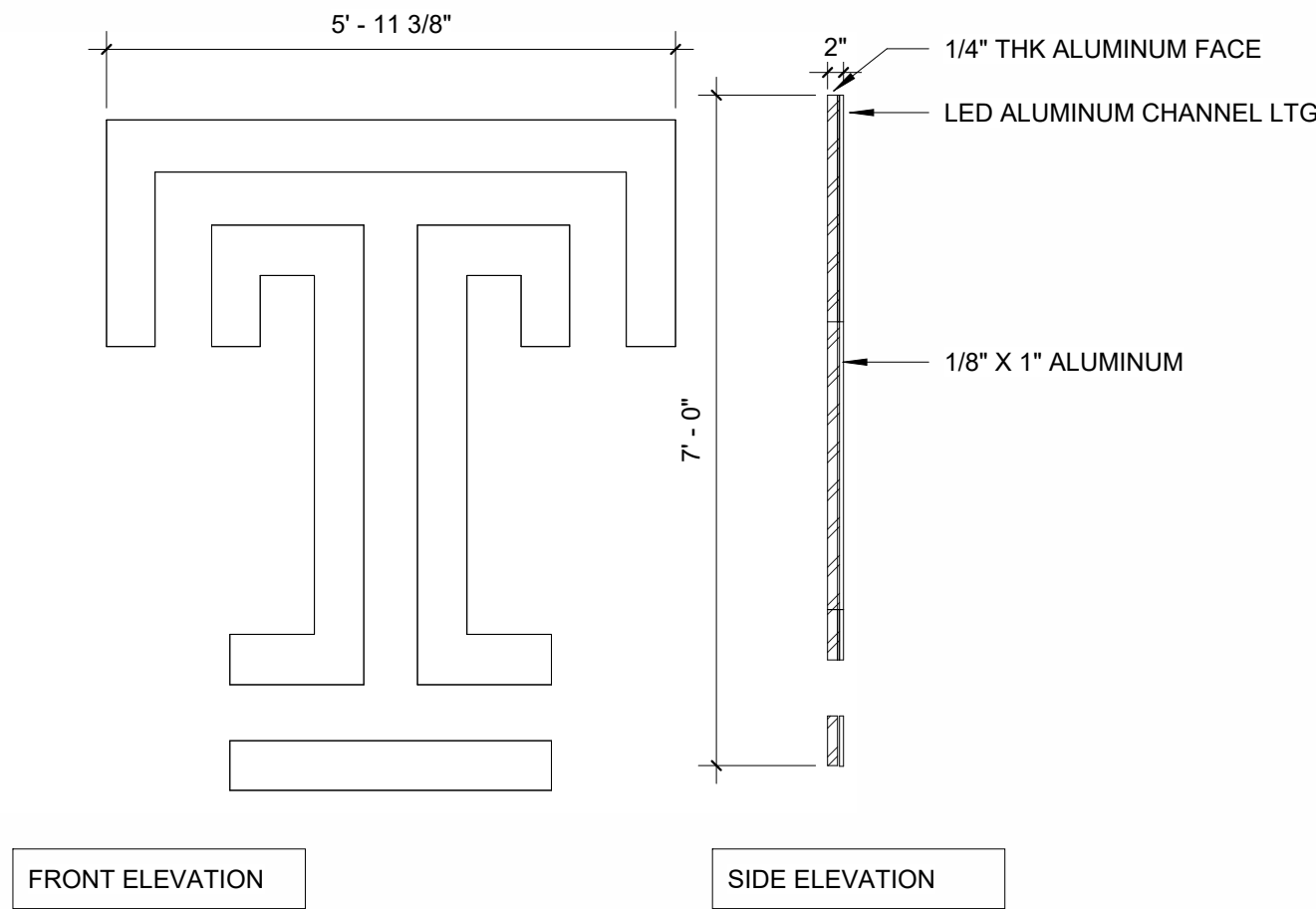


D3 3D PERSPECTIVE VIEW 1



FRONT ELEVATION

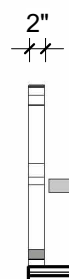
E2 ACCESSORY MARQUEE
1/2" = 1'-0"



FRONT ELEVATION

SIDE ELEVATION

D5 ILLUMINATED WALL SIGN ELEVATION
1/2" = 1'-0"



SIDE ELEVATION

STAINLESS STEEL SIGNAGE. LETTERS, PIN MOUNTED TO BACKING BAR. FONT: SWIFT BOLD. ALL CAPS.

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TEMPLE UNIVERSITY

TERRA HALL RENOVATION

Seal:

NOT FOR
CONSTRUCTION

Revision Schedule

Rev	Description	Date

ELEVATIONS & DETAILS

Z-101

DATE: 07/17/2026

PROJ. #: 25045A

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TEMPLE UNIVERSITY

TERRA HALL RENOVATION

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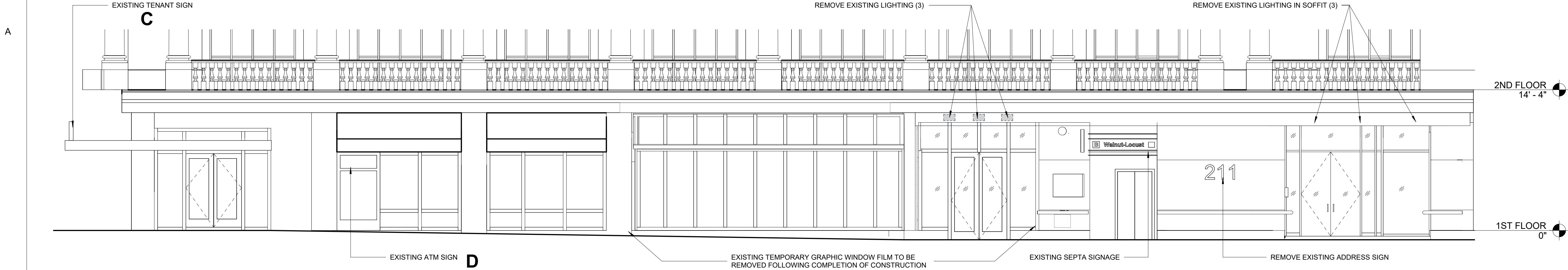


Revision Schedule

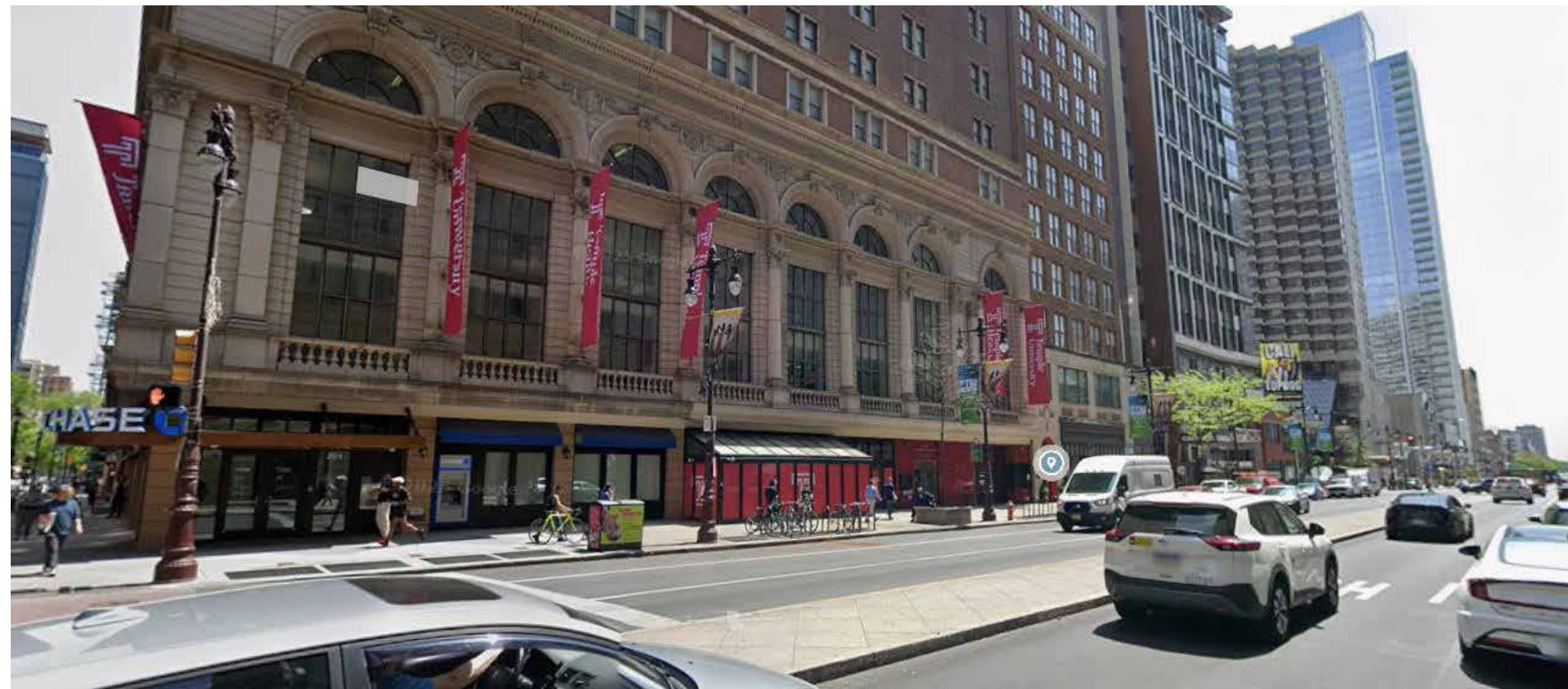
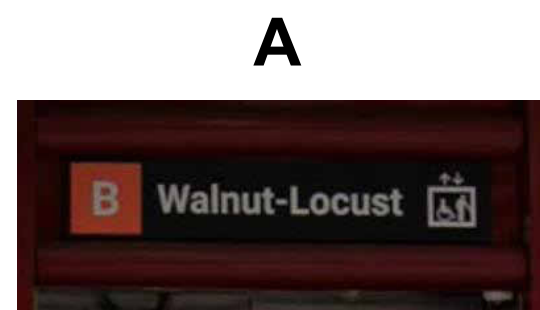
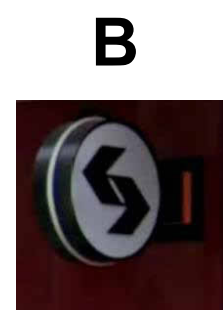
**EXISTING
ELEVATION &
PHOTOS**

Z-102

DATE: 07/17/2026 PROJ. #: 25045A



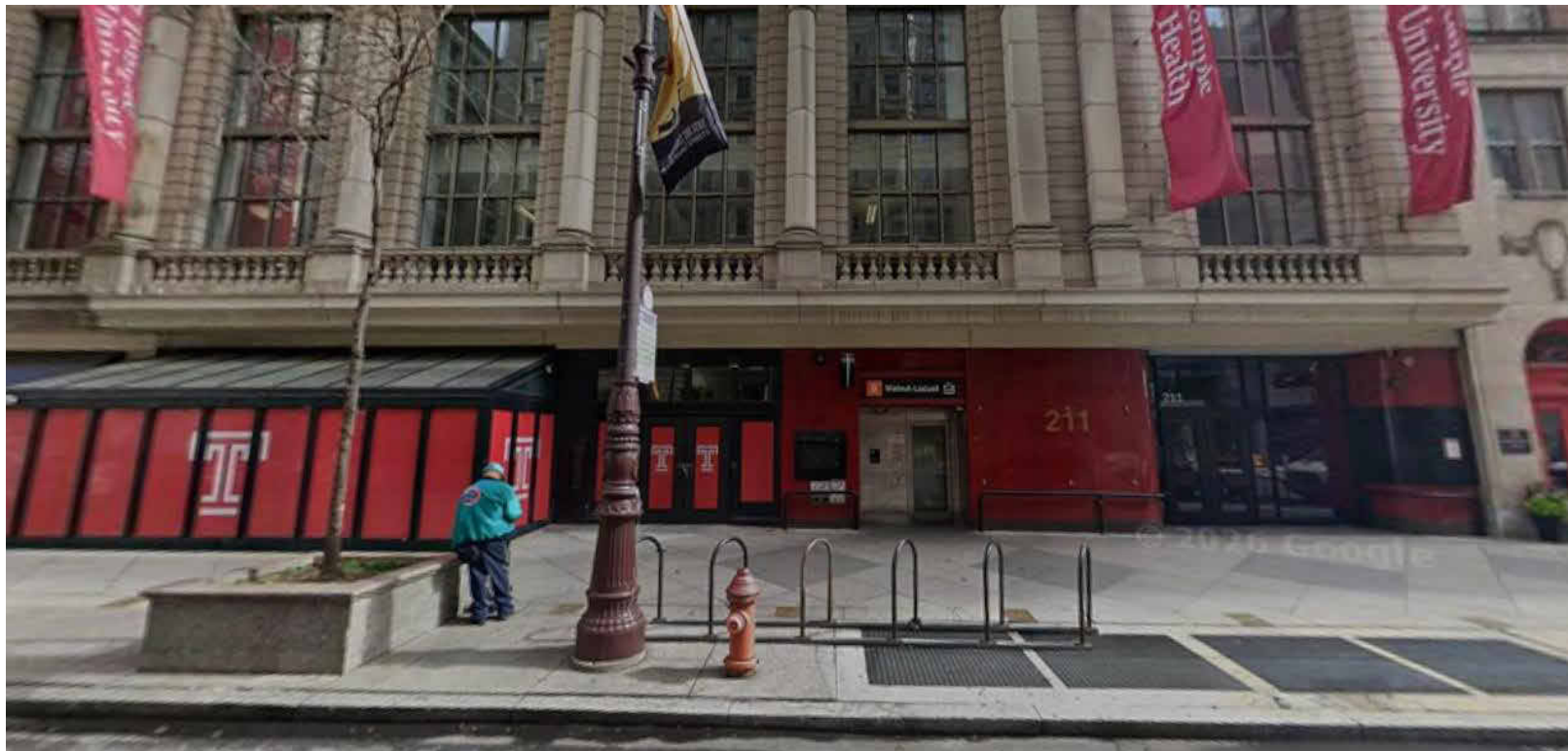
B1 EXISTING BROAD STREET ELEVATION
3/16" = 1'-0"



VIEW LOOKING TOWARDS SOUTH BROAD STREET



VIEW LOOKING AT NORTH END OF BUILDING



VIEW LOOKING AT SOUTH END OF BUILDING



OVERALL BUILDING STREET VIEW



VIEW LOOKING TOWARDS NORTH BROAD STREET