



Sign & Streetery Committee Report

Wednesday, August 26, 2026 - 9:30 AM

Sign Applications

First Reviews

1. 168-26

Penn Medicine – Middleman Center

3600 Civic Center Boulevard

Zoning: CMX-5; Building Identification Sign

Recommendation for Approval.

The proposal is for two (2) building ID sign updates, each consisting of adding a 132' X 13' channel letter wall sign reading "Middleman Center" to an existing building ID sign reading "Penn Medicine" with logo. The signs will both be mounted 260' high, one on the north side and one on the south side of the new building tower addition.

Remarks: The Committee members had concerns about the overall size of the added signage, but noted its consistency with the existing approved signage and other building ID signs in the area. Existing building ID signs reading "Penn Medicine" were previously approved by the Art Commission in July 2024. Donor name addition is a result of new building addition.

2. 167-26

Penn Medicine

3535 Market Street

Zoning: CMX-4; Building Identification Sign

Recommendation for Approval.

The proposal is for three (3) building ID signs, each mounted 277' high, measuring 79' X 10', and reading "Penn Medicine" with logo. The signs will be located on the east, west, and north-facing sides of the building.

Remarks: Purpose of new signage is due to previously administrative spaces within facility being converted to more public-facing clinical spaces. Applicant confirmed there is no intention of adding a donor name to the signage in the future.

3. 169-26

Terra Hall – Temple University

211 S Broad Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

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Recommendation for Approval.

The proposal is for a new marquee and a total of three (3) signs, including: a 27'-5 3/4" X 1'-10 1/2" non-illuminated marquee sign reading "TEMPLE UNIVERSITY"; a 5'-11 3/8" illuminated logo wall sign"; and a 3'-1" X 3'-2 1/8" non-illuminated wall plaque with building information. The proposed marquee will be 58'-long, extend 4' from the building, and be elevated 11'-10 1/2" above grade. The marquee will consist of gray aluminum metal panels, steel framing, and recessed light fixtures. It will extend over both building and SEPTA subway elevator entrances.

Remarks: The Committee commended the approach to emphasize the Temple branding and clarify the identity of the building in an elegant, restrained manner. The Committee requested the marquee be attached under the cornice, and the applicant confirmed this is the intent.

4. 170-26

The Washington

508-32 Walnut Street

Zoning: CMX-4; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Continue.

The proposal is for various placeholder signage for a future commercial tenant. The concept proposal includes: four (4) projecting banner signs each measuring 3' X 24'-7"; an illuminated wall sign; and a wall plaque.

Remarks: Applicant submitted placeholder signage, seeking conceptual approval. The Committee had concerns about the size and number of projecting banners, requesting: banners on 6th St. side be replaced with wall plaque or other solution; and banners on Walnut St. side be reduced in size, including projecting no more than 24" from the building, per Historical Commission provision on a prior approval. The Committee had concerns about projecting signs at this location generally, as they are prohibited at this location, but noted openness to them conceptually (with revisions), given that they would be installed in a portion of the façade that is set back from the property line.

5. 171-26

Church of Scientology

1312 Chestnut Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

The proposal is for two (2) signs, including: a 5'-6" X 1'-4" illuminated, glass-mounted channel letter wall sign; and a 2'-6" X 6" window sign. Both signs read "CHURCH OF SCIENTOLOGY PHILADELPHIA" in gold letters.

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Remarks: The Committee commended the overall project, including the redesign of the façade and restoration of the historic details. Facade changes subject to separate Planning Commission review.

6. 172-26

Eye Buy Direct

1421 Walnut Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Revisions Needed.

The proposal is for two (2) signs relating to the new brick and mortar location of Eye Buy Direct. One 24" X 14'-0" statically illuminated wall sign states the business' name alongside a pair of eyeglasses. The sign is to be mounted to span the facade. A 2'-6" X 9" illuminated blade sign of the same design is proposed to be placed 13'-8" from grade to the east of the entrance.

Remarks: The Committee noted that blade signs are prohibited at this location per § 14-502. /CTR, Center City Overlay District of the Philadelphia Code and requested it be removed from the application. The Committee requested confirmation that the wall sign be aligned and scaled to fit the confines of the glass façade of the storefront.

7. 173-26

Rothy's

1613 Walnut Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

The proposal is for two (2) signs relating to the new brick and mortar location of Rothy's. One (1) 10" X 5'-8 3/4" halo illuminated, navy channel lettered, aluminum wall sign which simply states the business' name "ROTHY'S" is to be mounted above the entrance of the storefront. A 2'-2" X 16' navy cloth awning is to be installed over the storefront's windows and entry with a navy signage band above with detailing referencing the dentils in the existing building cornice.

Remarks: Revised materials were received following the meeting, updating the recommendation to approval.

8. 174-26

Call Your Mother

1901 Spruce Street

Zoning: CMX-2; /CTR Center City Overlay District – Rittenhouse Square

Recommendation for Revisions Needed.

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The proposal is for two (2) signs relating to a new location of Call Your Mother, a chain bagel shop. One (1) 30.5" X 78.5" aluminum pan-faced backer with 1/4" thick routed acrylic lettering stating the business' name is to be installed over the entrance. A 24" X 24" blade sign featuring the business' name circling the plan view of a rotary phone's dials is to be installed along 19 Street.

Remarks: The Committee requests the design of the blade sign and wall sign share a similar graphic language to create a more cohesive visual relationship between each sign. Additionally, it is suggested that the awnings and general aesthetic of the storefront be thoughtfully considered as a holistic design endeavor as the current awnings and proposed designs are at odds with one another.

9. 175-26

Jefferson Health

800-34 Walnut Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

The proposal is for two (2) signs relating to Jefferson Health Express. The cabinet signs, both measuring 13'-2 1/2", are aluminum faced and will be replacing existing sign bands installed along Walnut Street. One (1) sign will be mounted above the entrance and will display the JeffExpress Urgent Care logo on a navy background. The second cabinet sign, displaying the Jefferson Health logo on a navy background, will be installed above a second set of windows due west of the entrance. Abstract window graphics are proposed to replace previous window vinyls at the west most window.

Remarks: Signage for future tenant at next-door vacant storefront within same building to be of similar design.

10. 176-26

Ento Wellness

1919 Walnut Street

Zoning: CMX-4; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Revisions Needed.

The proposal is for two (2) signs relating to Ento Wellness, including: a 26" X 88" solid, brushed brass, rail mounted wall sign above the windows of the business; and a 36" X 48" projecting sign adjacent to the entrance.

Remarks: The Committee noted that blade signs are prohibited at this location per § 14-502. /CTR, Center City Overlay District of the Philadelphia Code and requested it be removed from the application. The Committee requested the applicant consider reconfiguring the wall sign into one line of text to create a

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more spatially sensitive condition between the signage and the architecture, or explore a panel sign that would match the façade. Additionally, the Committee requested limiting the number of holes drilled into the façade for the signage and selecting lighting that is aesthetically aligned with the character of the architecture.

11. 177-26

Sora

120 S 12th Street

Zoning: CMX-5; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

The proposal is for the reskinning of the valances of three (3) existing black awnings. The forest green valances will display the business's name and logo, along with the text "Matcha", "Coffee", and "Desserts".

Remarks: The Committee recommended the same fabric type of the existing awnings be used for the new valances to create a smooth transition between the awning and the valance.

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