

Philadelphia Art Commission  
One Parkway Building  
1515 Arch St., 13th Floor  
Philadelphia, PA 19102  
[artcommission@phila.gov](mailto:artcommission@phila.gov)



Philadelphia  
Art Commission  
CITY OF PHILADELPHIA

### Art Commission Signage Review Cover Letter

Date: 09/23/2026

Name of Business or Entity (to which the sign is accessory): ALPHA FIT CLUB

Sign Location (Address): 2300 CHESTNUT ST On Public Property? ☒ Yes ☐ No  
#125

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

☒ Yes (specify): CODE SECTION 14-502(7)(b)(1) ☐ 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 2<sup>nd</sup> 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       | 44" x 197"    | 164"            | METAL/PLASTIC | <input checked="" type="checkbox"/> YES |
| 2 | PROJECTION | 36" x 36"     | 164"            | METAL/PLASTIC | <input checked="" type="checkbox"/> YES |
| 3 | WINDOW     | 98" x 48" x 3 | 120"            | VINYL DECAL   | <input type="checkbox"/> NO             |
| 4 |            |               |                 |               | <input type="checkbox"/>                |

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

ALPHA FIT CLUB IS A REGISTERED TRADE-MARK LOGO FOR THEIR BRAND. ALL SIGNS PROPOSED ARE CONSISTENT WITH THE BRAND. SIGNS ARE CONSISTENT IN SIZE & DESIGN WITH OTHERS IN THE AREA.

Primary Contact for Art Commission

Communications:

Name: RENEE GROSS ✓  
Company: PERMIT EXPEDITOR  
Address: 1187 MOREFIELD ROAD  
Email: [REDACTED]  
Phone: [REDACTED]

PHILADELPHIA, PA 19115

Contact to Receive Art Commission

Decision (if different):

Name: MICHAEL SESECKO  
Company: GSI SIGNS  
Address: 484 VINCENT CIRCLE  
Email: [REDACTED]  
Phone: [REDACTED]

WARMINSTER, PA 18974

# ALPHA | FIT CLUB

**Address:** 2300 Chestnut Street, Suite 125

**City/State:** Philadelphia, PA 19103

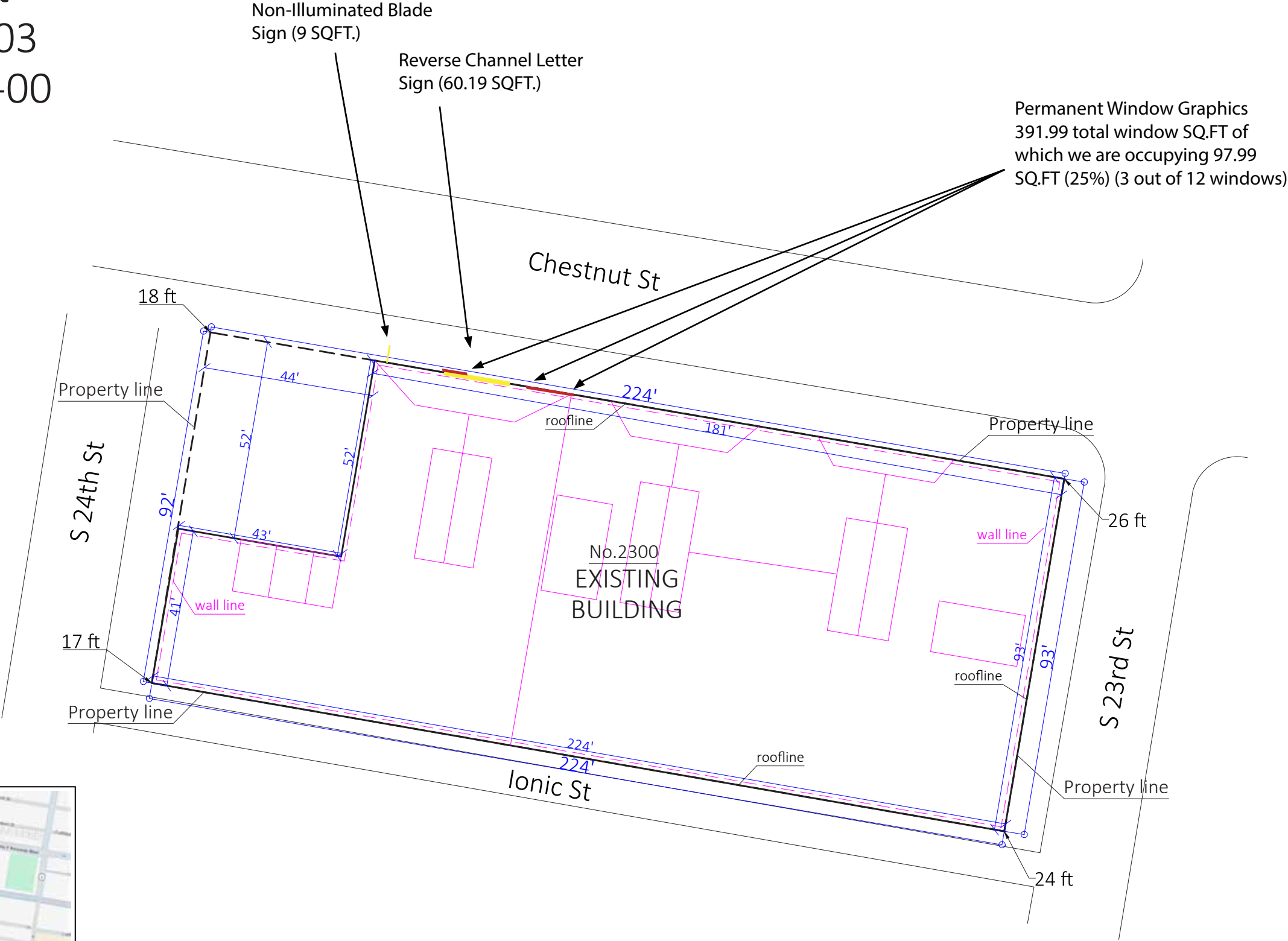
**Date Created:** 05.01.26

**Date Rev.1 :** 07.16.26

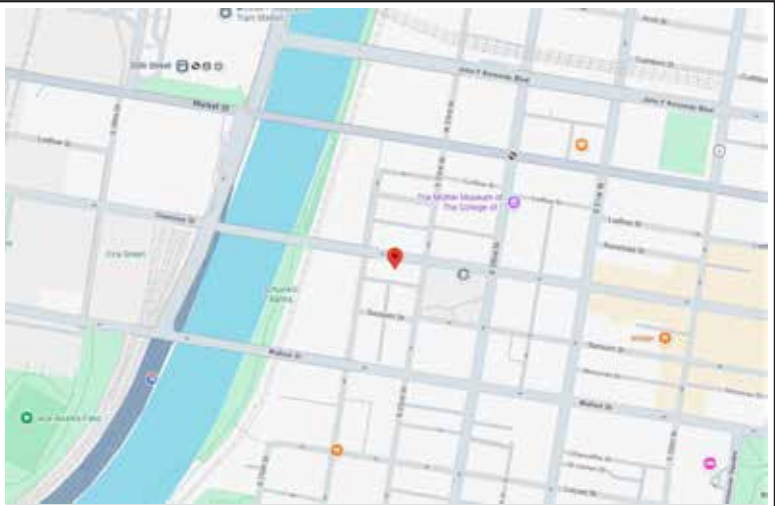
S I T E P L A N  
2300 Chestnut Street  
Philadelphia, PA 19103  
Parcel ID: 88-3-0365-00  
Lot area: 0.53 Acres  
Paper Size: 11"x17"



scale 1"=30'



391.99 of which we are occupy-  
ingh 97.99 25%



VICINITY MAP

S1

Reverse Channel Letters w/pan

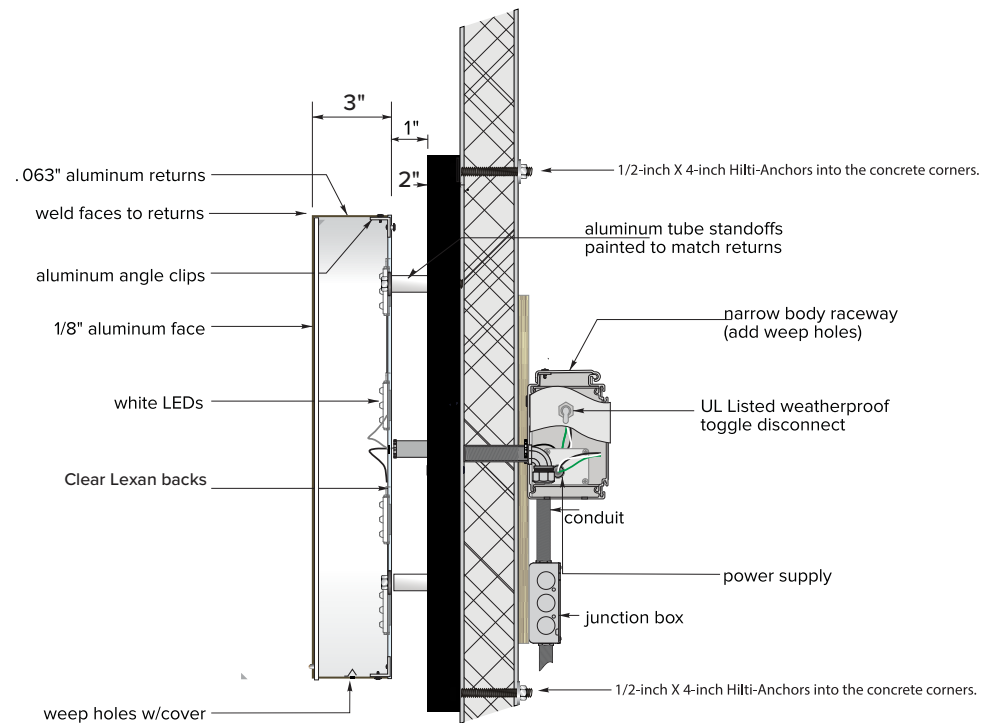
Black background pan that is framed in 2-inch angle aluminum with 3-inch deep halo lit ALPHA FIT CLUB reverse halo lit channels, white in color and spaced away from the pan 1-inch .

2-inch angle aluminum welded rib that is affixed to the concrete pillar with 1/2-inch diameter X 3 inch lag bolts and lead shields.

The angle rib will bolt to the pan with 1/2-inch bolts on the top and bottom

Black .125 aluminum backer panel with White ALPHA FIT CLUB Letters and Yellow Slash

Attachment detail into masonry columns - 110 Volt electric by other



After



Before



| Revisions: |   |
|------------|---|
| X          | X |
| X          | X |
| X          | X |
| X          | X |

Approval: \_\_\_\_\_  
Date: \_\_\_\_\_

Date: 05.01.2026  
Designer: AS PM: MS

City/State: Philadelphia PA, 19103  
Address: 2300 Chestnut Street, Suite 125



S1

## Reverse Channel Letters w/pan Side View

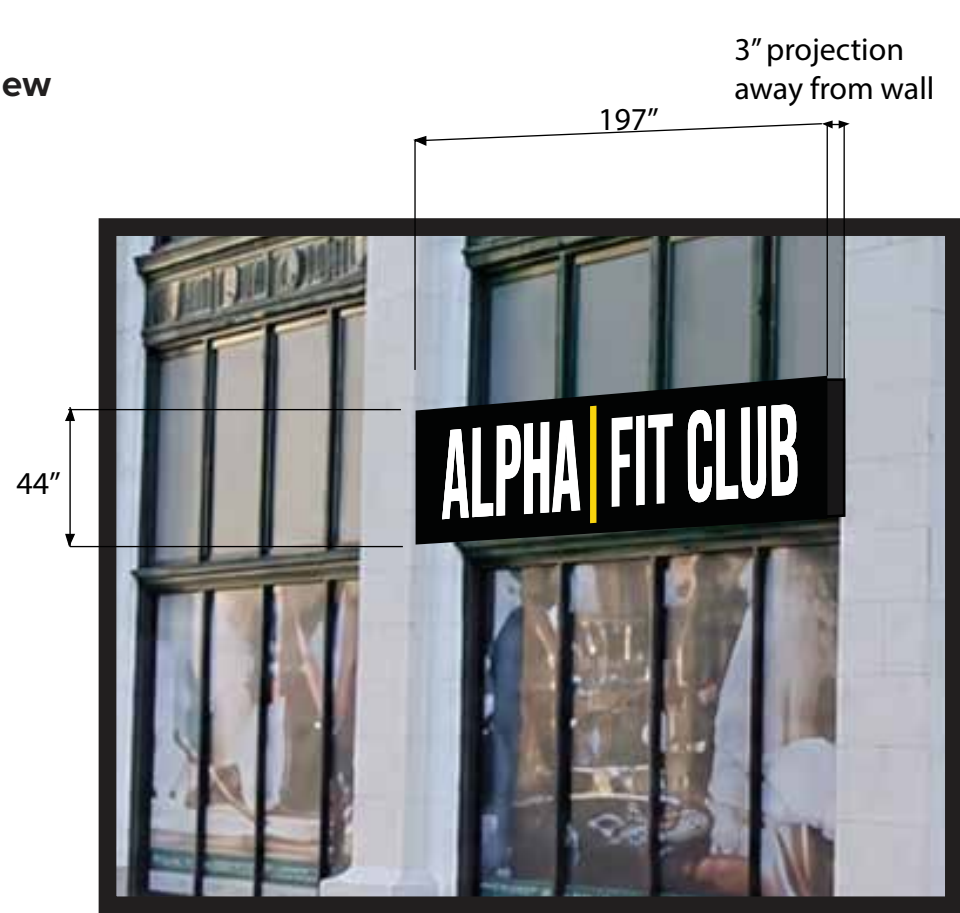
Black background pan that is framed in 2-inch angle aluminum with 3-inch deep halo lit ALPHA FIT CLUB reverse halo lit channels, white in color and spaced away from the pan 1-inch.

2-inch angle aluminum welded rib that is affixed to the concrete pillar with 1/2-inch diameter X 3 inch lag bolts and lead shields.

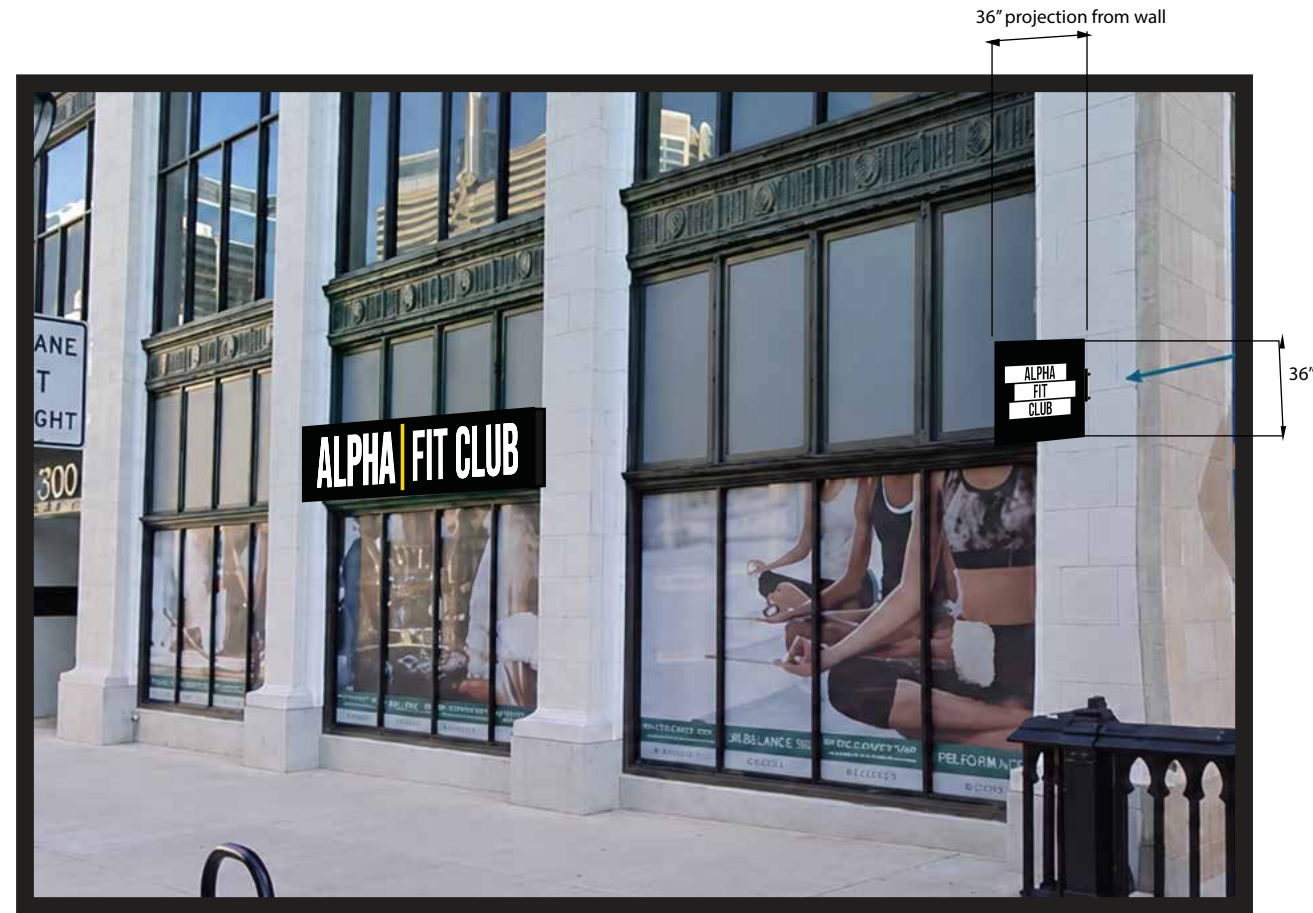
The angle rib will bolt to the pan with 1/2-inch bolts on the top and bottom

Black .125 aluminum backer panel with White ALPHA FIT CLUB Letters and Yellow Slash

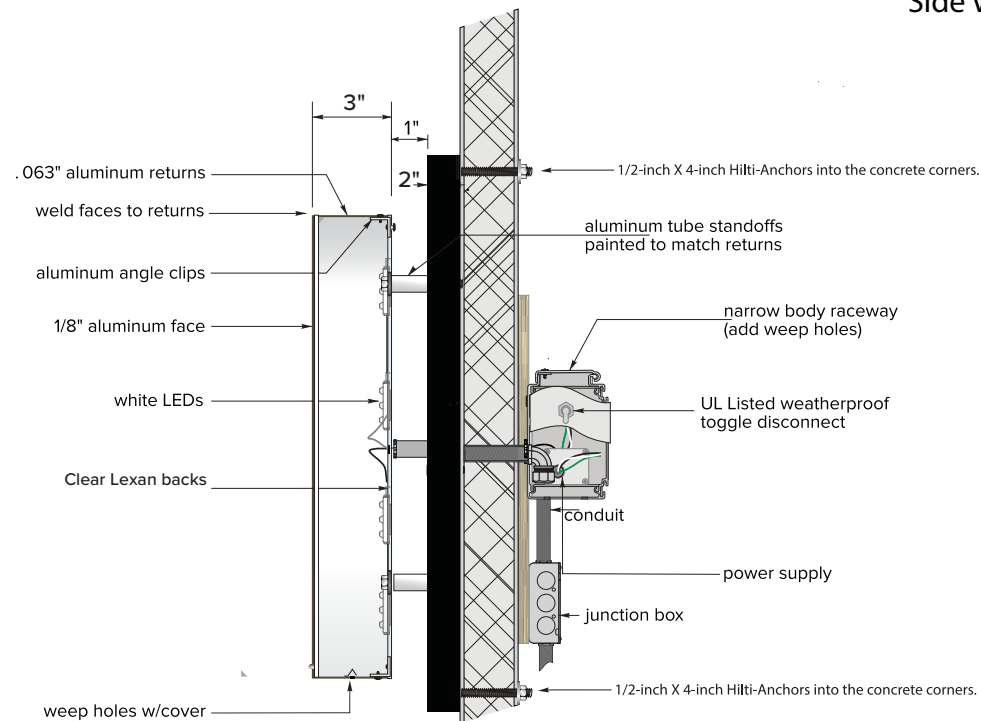
Attachment detail into masonry columns - 110 Volt electric by other



Side View



Side View



### Revisions:

|   |   |
|---|---|
| X | X |
| X | X |
| X | X |
| X | X |

Approval:

Date:

Date: 05.01.2026

Designer: AS PM: MS

City/State: Philadelphia PA, 19103

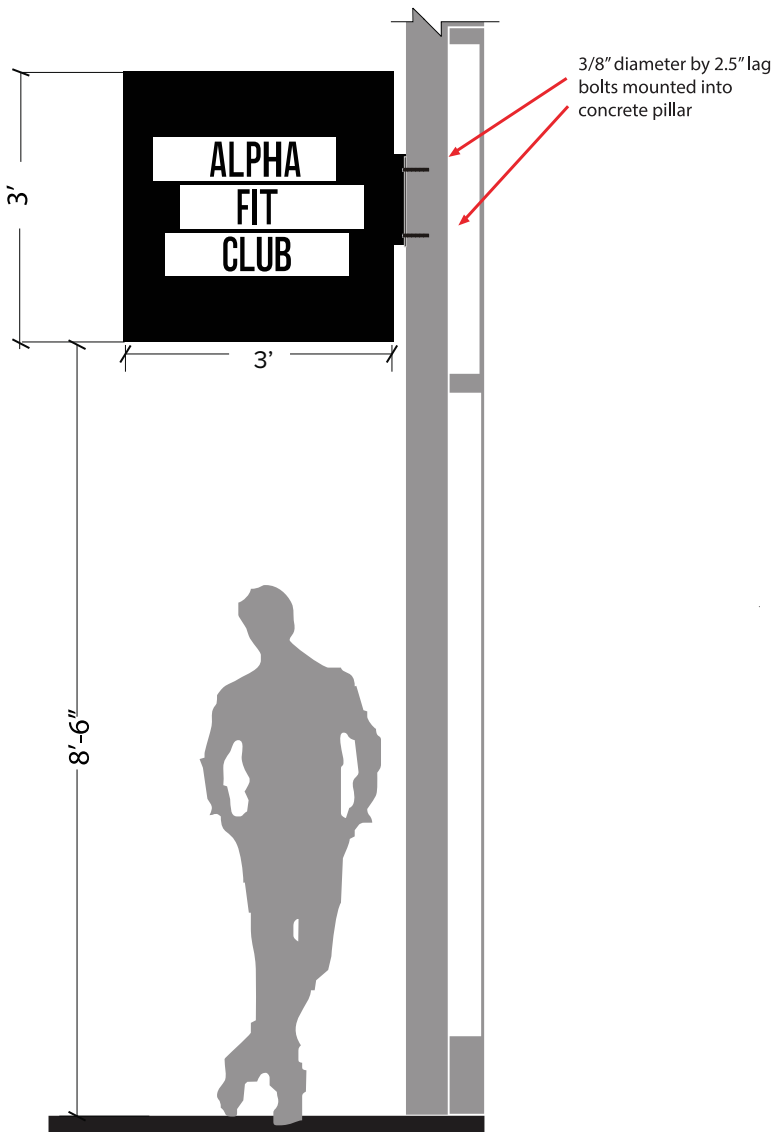
Address: 2300 Chestnut Street, Suite 125



One Non-Illuminated Blade Sign - 3-foot by 3-foot.

3-foot square, non-illuminated blade sign mounted to column #2, 8-foot, 6-inches to the bottom.  
2-inch square tube, welded frame with .125 aluminum

Mounted to the face of the column with 3/8-inch diameter by 2.5-inch long lag bolts and lead shields



Reverse Channel Letter Sign

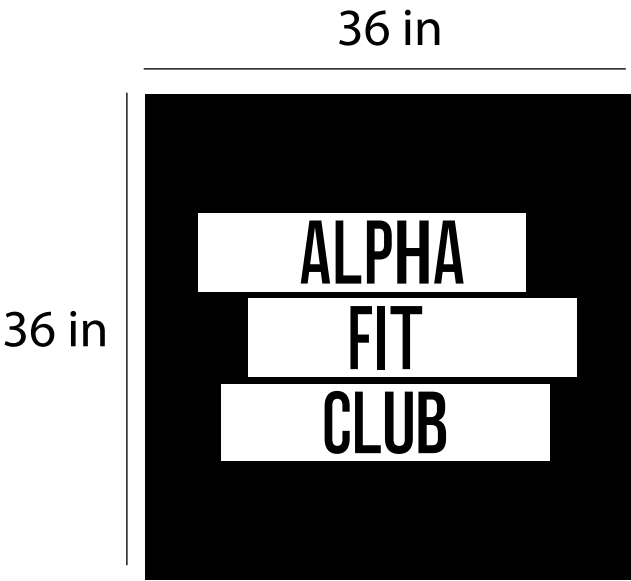
Non-Illuminated Blade Sign



After



Before



|            |   |
|------------|---|
| Revisions: |   |
| X          | X |
| X          | X |
| X          | X |
| X          | X |

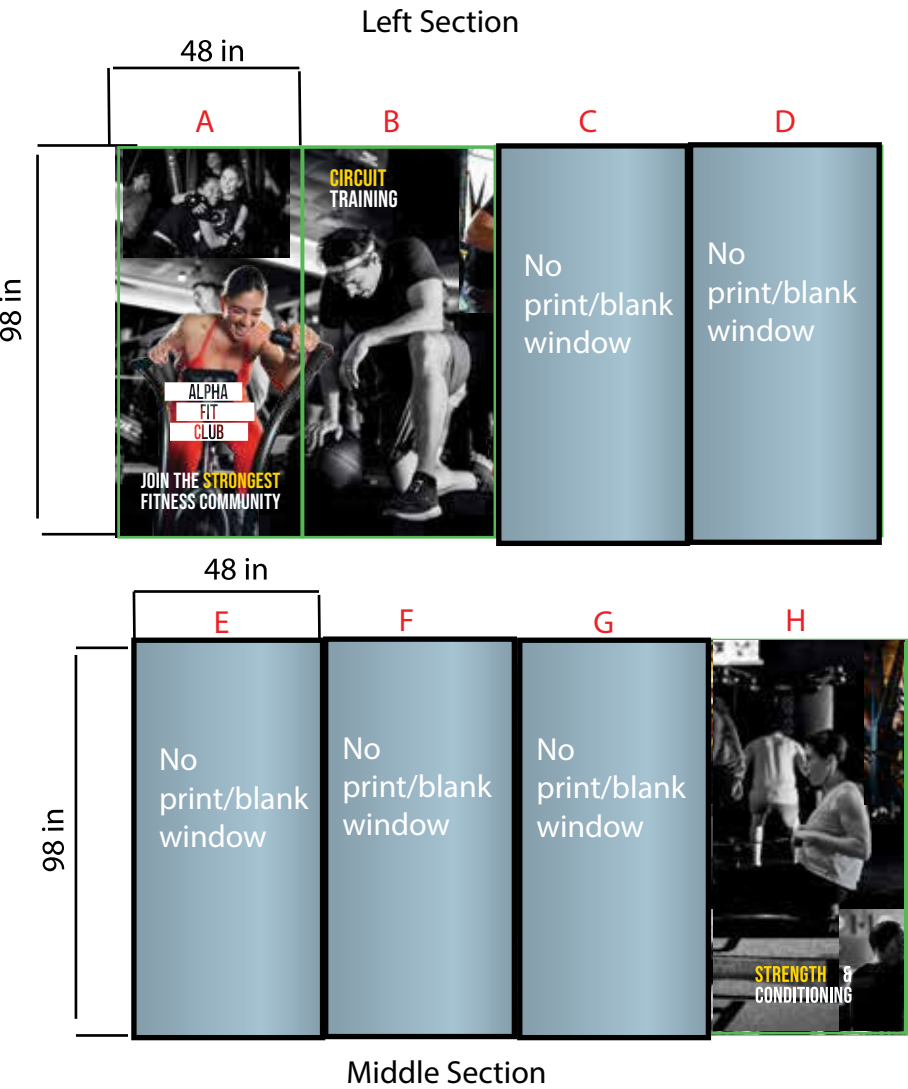
Approval: \_\_\_\_\_  
Date: \_\_\_\_\_

Date: 05.01.2026  
Designer: AS      PM: MS

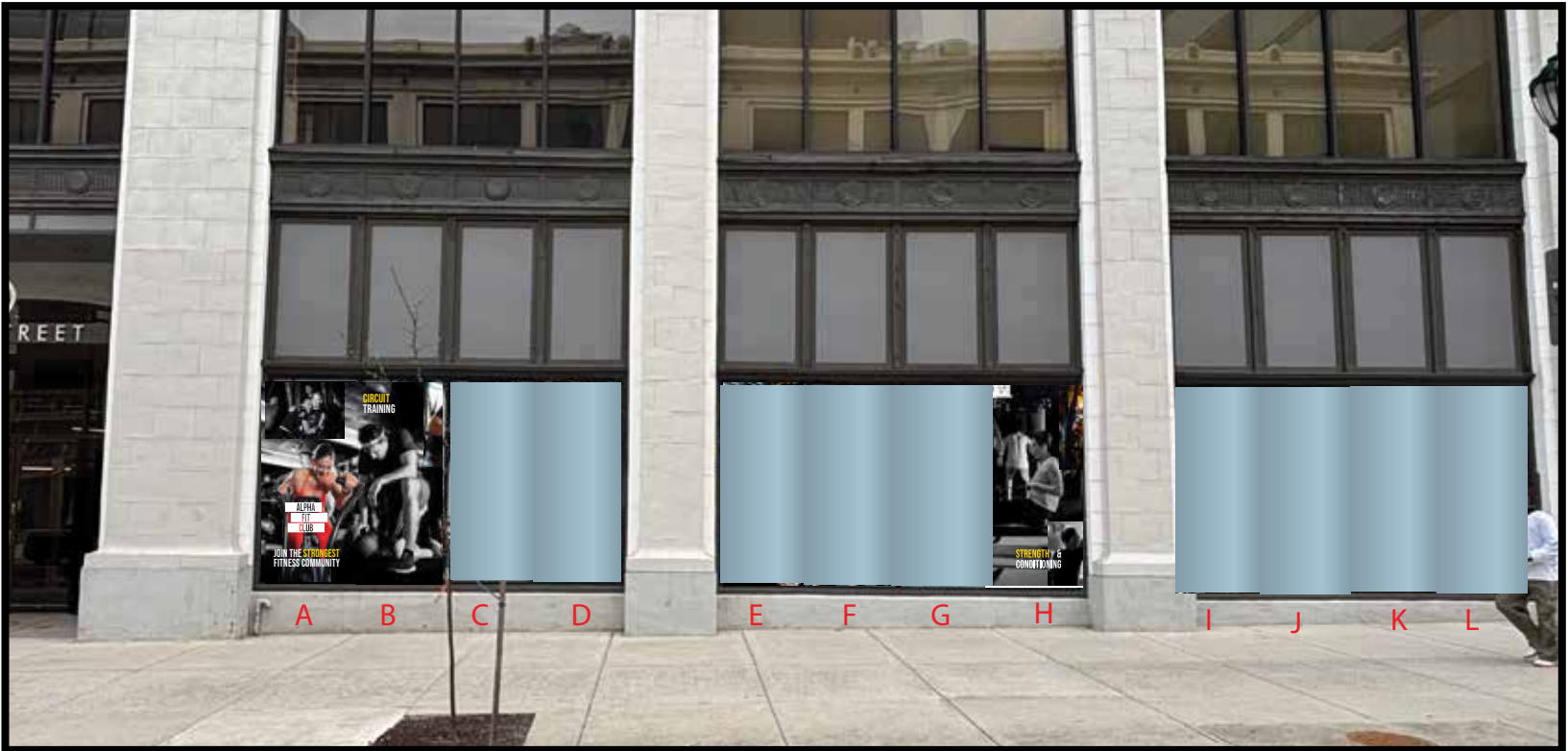
City/State: Philadelphia, PA 19103  
Address: 2300 Chestnut Street, Suite 125

Pre-Opening Graphics (POG)

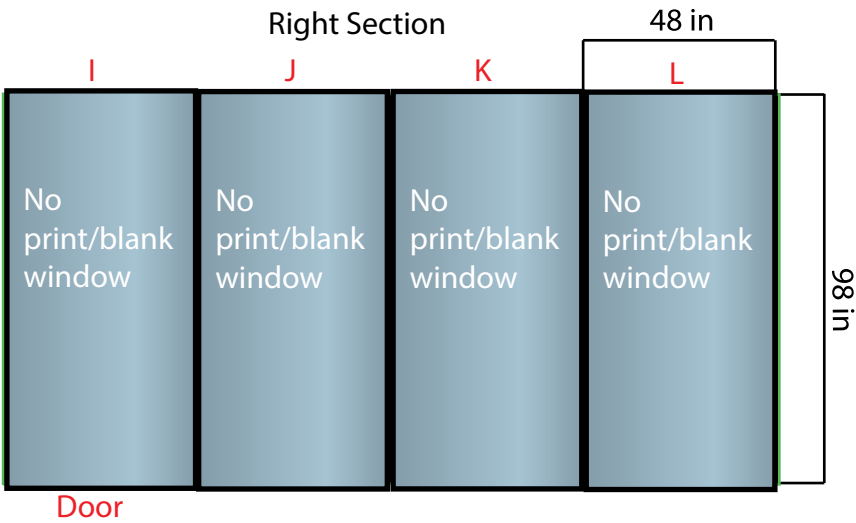
Install new window vinyl first surface to glass.



\*A,B, and H are all permanant prints, will be applied with perforated vinyl



After



Before



NO STOPPING  
ANY TIME

250  
CHESTNUT

250  
CHESTNUT

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St Bridge

ONLY

2300  
CHESTNUT STREET

PLASTER  
AND MORE

St Bridge





Chatham, MA

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