



Sign & Streetery Committee Report

Wednesday, September 30, 2026 - 9:30 AM

Sign Applications

Returning Reviews

1. 174-26

Call Your Mother

1901 Spruce Street

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

Recommendation for Approval.

This application contains of one (1) (30.5" X 78.5") or 16.63 square feet rectangle wall sign affixed to the facade of the structure above the entrance of this corner property. This wall sign displays a pink background with yellow text on an aluminum pan face backer and displays "Call Your Mother". Although the awnings shown are not under review by the Committee members, the wall sign design directly affects their design which included six (6) pink and white vertical candy stripe awning fabric replacements.

Remarks: The Committee appreciated the revisions, including clarifying the intention to reskin the awnings to better complement the proposed signage.

First Reviews

1. 217-26

Eggcellent

113 Chestnut Street

Zoning: CMX-3; /CTR Center City Overlay District – Center City Commercial Area

Recommendation for Approval.

This proposal is for the re-facing of a current wall sign with design changes to allow for greater contrast and legibility. The rectangular wall sign replacement will be a 60"x 24" aluminum panel featuring white text with a yellow background to match the building facade. The sign is non-illuminated and suspended above the main entrance with galvanized chain.

Remarks: New sign to be same of size and placement as existing sign. Yellow sign background will match yellow painted portions of façade.

2. 212-26

Stateside

1100 Ludlow Street

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

**The Philadelphia Art
Commission**
Established 1911

Katherine Liss, AIA, AICP
*Director of Philadelphia
Art Commission*

Raed Nasser
Chairperson
Carmen Febo San Miguel
Vice Chairperson

Marni Burns, RLA, ASLA
Matthew Kenyatta
Troy Leonard, AIA
James Lowe
Rebecca Segall

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Recommendation for Approval.

This proposal consists of one (1) non illuminated projecting sign and one wall sign. The square projecting sign is (42.5" X 34.5") projects 48" from the front facade and is (161") from grade. The sign displays the "Stateside Brands 2015" logo in a navy blue, red and white color scheme. The (24' X 24") acrylic wall sign is circular in shape and displays the "Stateside Brands 2015" logo in the same color scheme.

Remarks: Projecting sign consistent with other projecting signs within East Market development.

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3. 213-26

Dubai Market

1324 Walnut Street

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

Recommendation for Approval.

This submission consists of two (2) illuminated cabinet style wall signs with channel lettering that will hang on both facades and above the entrance of this corner property. Both signs are (144"W X 24"H) featuring a black background and white box style lettering displaying "Dubai Market".

Remarks: Following the meeting, the applicant submitted a revised application which reduced the width to the lettering projection to three inches (3") and noted the illumination will be 4000K, both per request of the committee. The committee recommendation was updated to approval with this information.

4. 214-26

Garage

1521 Walnut Street

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

Recommendation for Approval.

The proposal is for one (1) 11'-7 1/2" X 2' illuminated pink channel letter wall sign reading "GARAGE" and a mounted on a raceway.

Remarks: The committee recommendation was updated to approval following an updated submission from the applicant which removed the two proposed projecting signs from the application, per the committee's request. Façade modifications subject to separate façade review by Planning Commission; applicant has coordinated with Planning Commission staff and incorporated preliminary feedback into façade design included in signage application.

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5. 215-26

Bombas

1611 Walnut Street

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

Recommendation for Approval.

The proposal is for a 6' X 1' non-illuminated acrylic channel letter wall sign reading "BOMBAS" in off-white letters against a black background.

Remarks: Non-illuminated channel letters will be complemented by existing overhead light fixtures.

6. 219-26

Alpha Fit Club

2300 Chestnut Street

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

Recommendation for Approval

The proposal is for two (2) signs, including: a 16'-5" X 3'-8" wall sign reading "ALPHA FIT CLUB"; and window vinyl graphics covering three (3) window panes.

Remarks: The applicant removed the projecting sign from the original application and provided more information on the wall sign following the meeting, resulting in a committee recommendation of approval.

Updates on applications heard previously at SSC:

1. 172-26

Eye Buy Direct

1421 Walnut Street

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

Art Commission Decision Letter Updated to Approval

The proposal is for a 13'-10" X 1'-6 3/8" illuminated channel letter wall sign reading "eyebuydirect" in gold letters with logo. Sign is aligned horizontally with the storefront windows.

Remarks: Proposal initially reviewed by Sign & Streetery Committee on August 26, 2026. The Committee requested that a proposed projecting sign be removed and that the wall sign align to the storefront glazing. Letter updated to Approval based on revisions received on September 21, 2026, including removal of the projecting sign and rescaling of the wall sign.

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