

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: 10/14/26

Name of Business or Entity (to which the sign is accessory): Church of Scientology Phila

Sign Location (Address): 1312-1316 Chestnut St. On Public Property? ☐ Yes ☐ No

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

☒ Yes (specify): /CTR-Center City Comm. ☐ No ☐ Unsure

Total Number of Signs: 8 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 Sign	26'-8" W x 2'-10" H	36'-0"	Vinyl, Painted Metal	☒
2	Window Sign	4'-9" W x 1'-4" H	12'-2"	Acrylic & Brass	☒
3	Wall Sign	5'-3" W x 7'-1" H	25'-1"	Bas relief,	☐
4	Projecting/Blade Sign	2'-8" W x 15'-7" H	19'-5"	Vinyl, Painted Metal	☒

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

#5-8: Window Signs,
2'-5" W x 7" H (each)
1'-7" Mounting Height
Decal on Glass

Primary Contact for Art Commission**Communications:**

Name: Michael Schade

Company: AOS Architects

Address: 1760 Market St, Ste 801

Email: [REDACTED]

Phone: [REDACTED]

Contact to Receive Art Commission**Decision (if different):**

Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____



SIGNAGE PROPOSAL

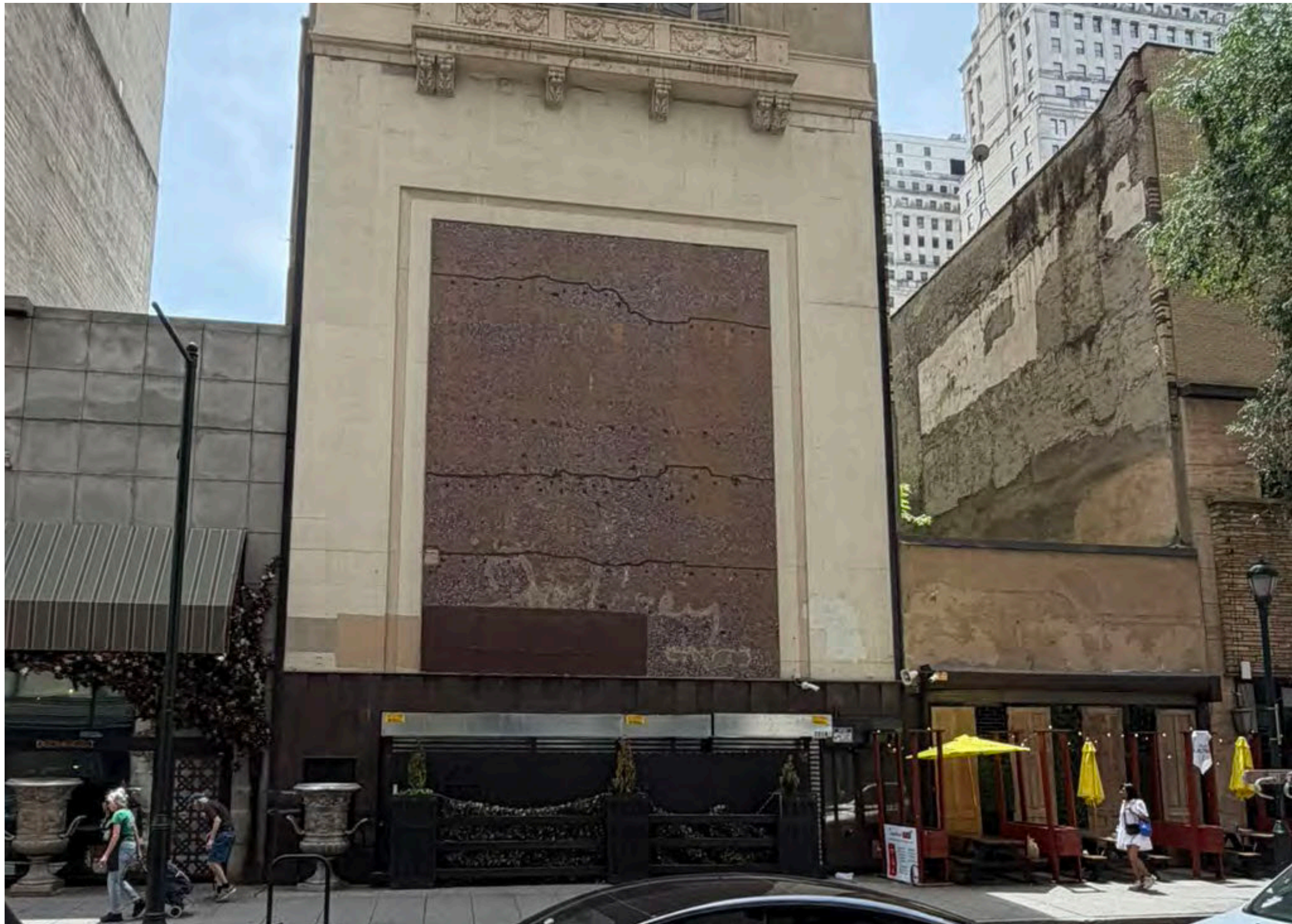
1312 - 1316 CHESTNUT STREET | PHILADELPHIA, PA

ATKIN OLSHIN SCHADE ARCHITECTS

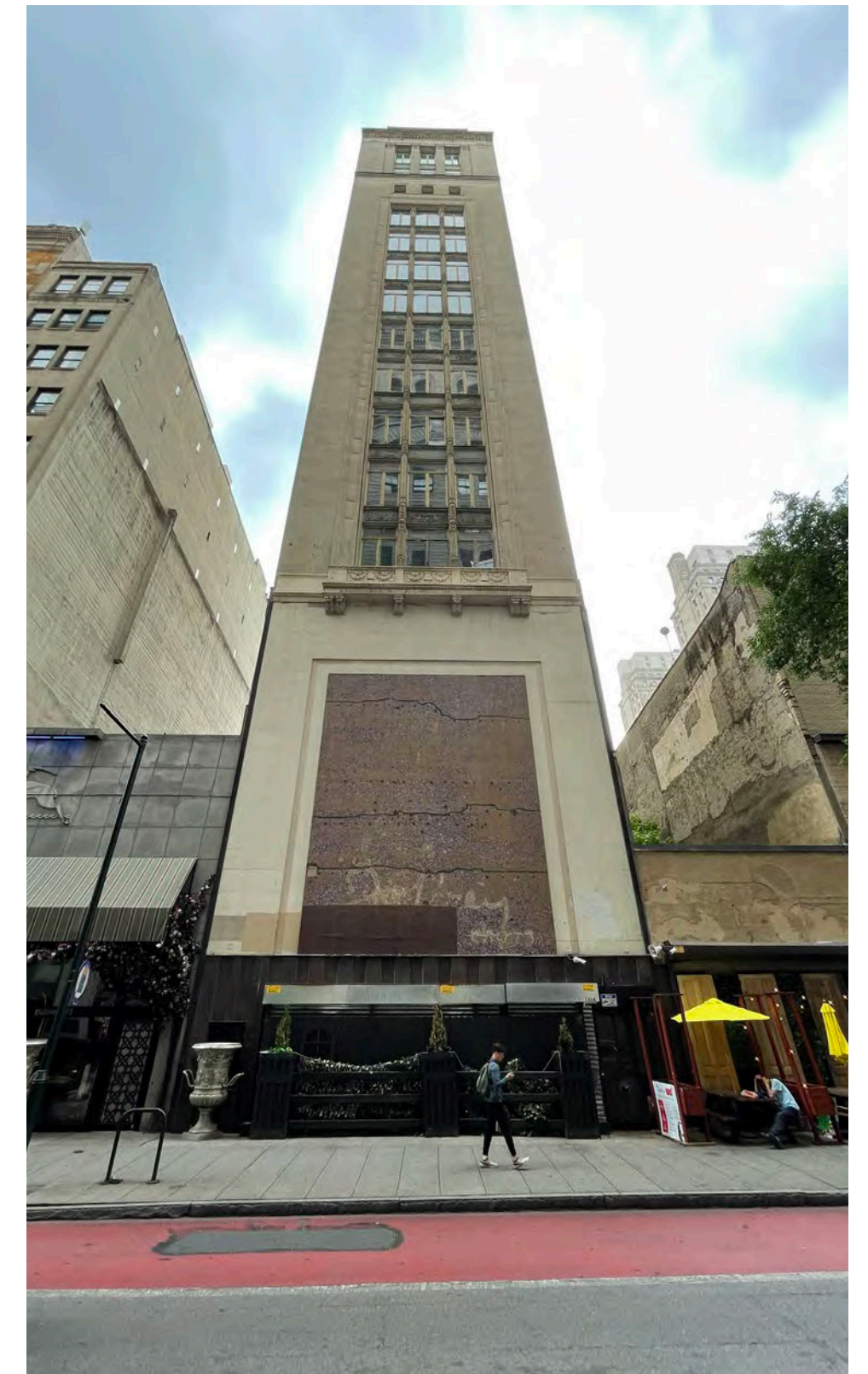
14 OCTOBER 2026

PCPC SIGNAGE SUBMITTAL

EXISTING CONDITIONS



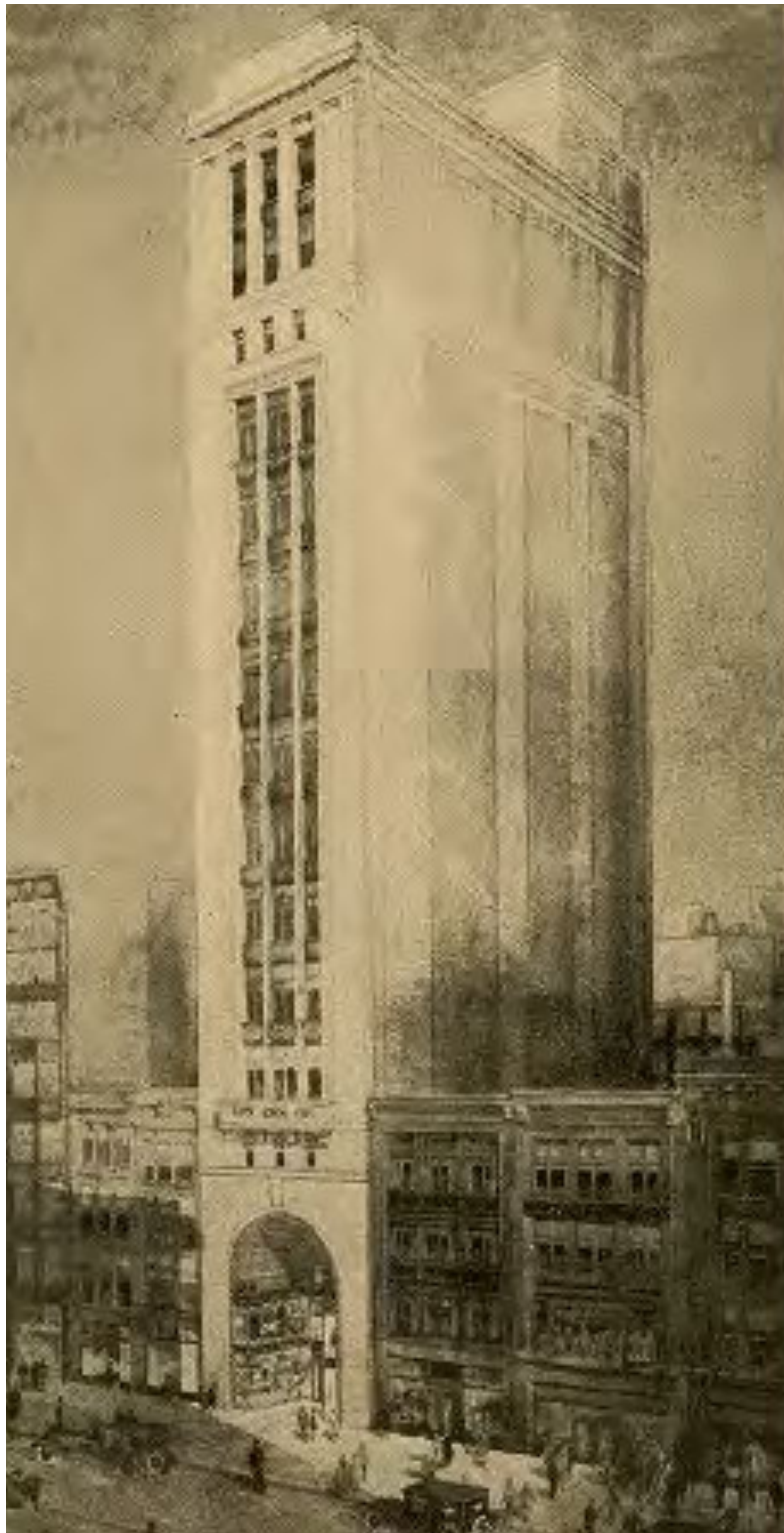
1312-1316 Chestnut Street | Cunningham Building | 10/14/2026 | PCPC Signage Submittal



EXISTING CONDITIONS - WORK AREA



HISTORIC CONDITIONS



ORIGINAL FACADE - CUNNINGHAM PIANO 1924



PARTY WALL SIGN - PETRIE'S INC 1936



GEUTING'S SHOE STORE 1939



CHANDLER'S SHOE SALON 1959

EXISTING CONDITIONS | NEIGHORING FACADES TO THE EAST AND WEST

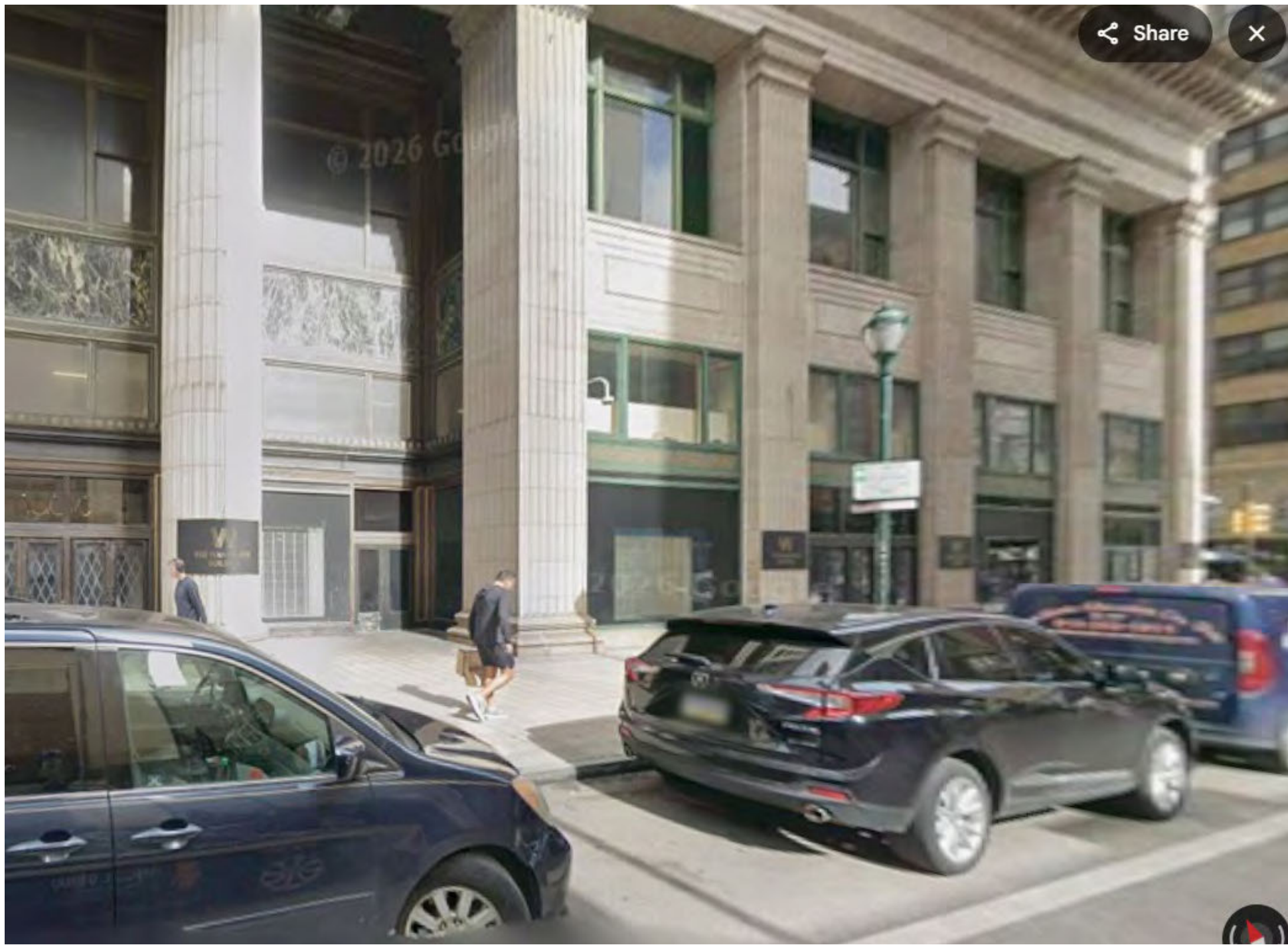
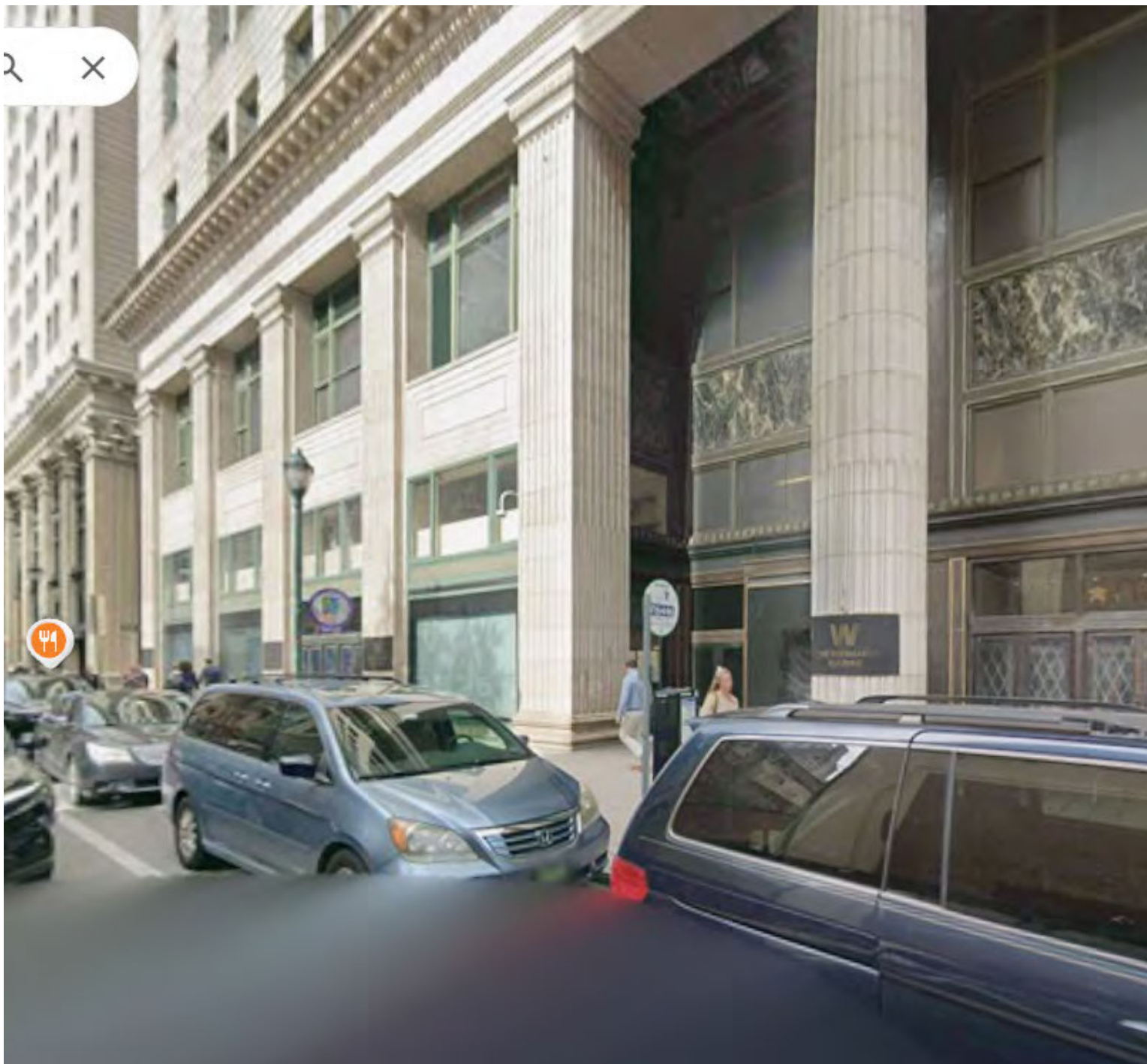


1300-1308 - Facades to the East



1318-1324 - Facades to the West

EXISTING CONDITIONS | FACADE ACROSS THE STREET



WANAMAKER BUILDING - 100 E PENN SQUARE

EXISTING CONDITIONS | VIEWS DOWN THE BLOCK

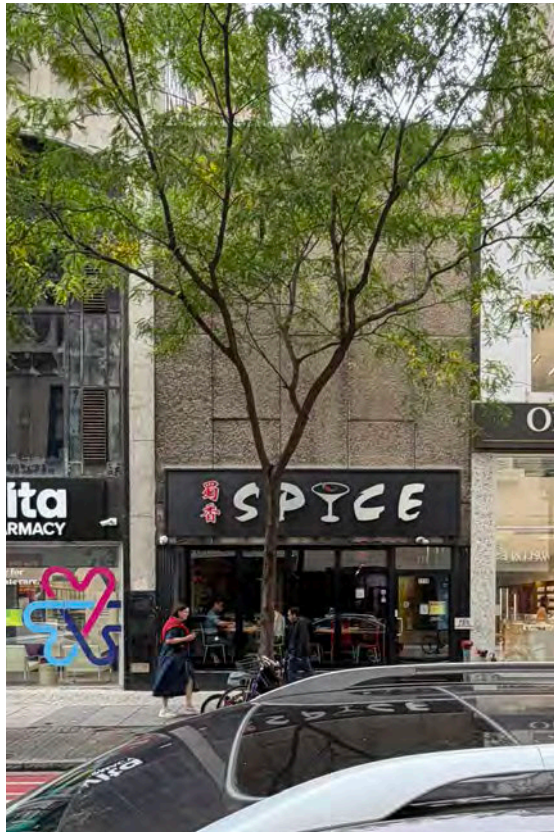


LOOKING EAST ON CHESTNUT



LOOKING WEST ON CHESTNUT

EXISTING CONDITIONS | NEARBY SIGNS



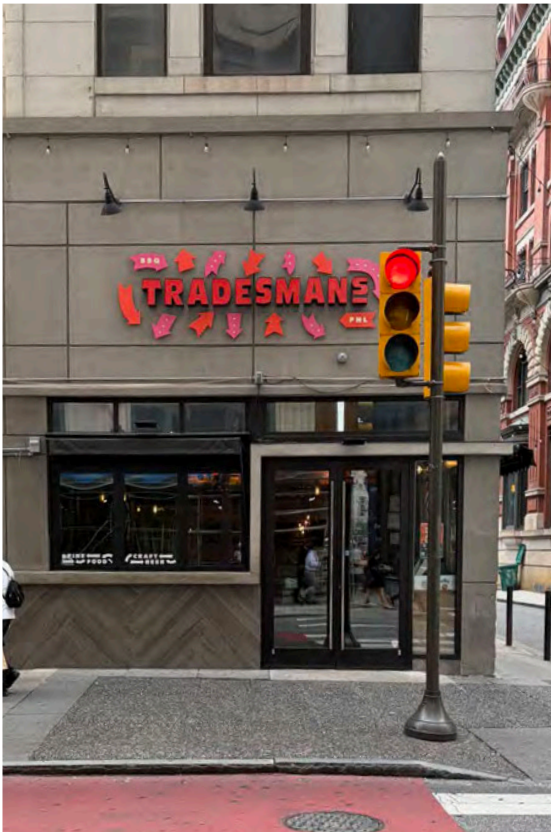
1228 CHESTNUT



1230 CHESTNUT



1318 CHESTNUT



1322 CHESTNUT



1330 CHESTNUT



1336 CHESTNUT



PROPOSED ELEVATION

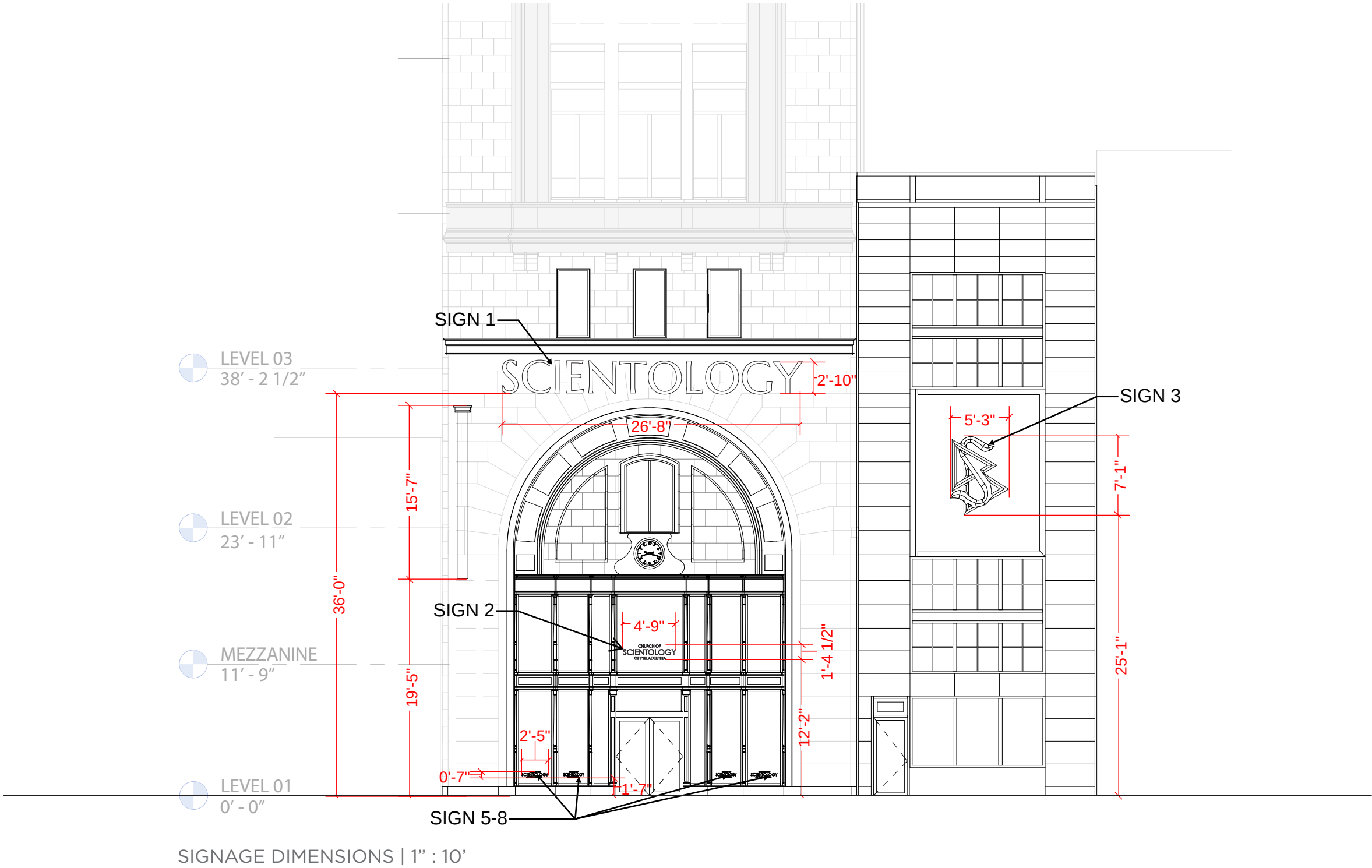


1308-1310
EXISTING TO REMAIN

1312-1316
PROPOSED NEW FACADE

1318-1324
EXISTING TO REMAIN

PROPOSED ELEVATION



PROPOSAL PERSPECTIVES

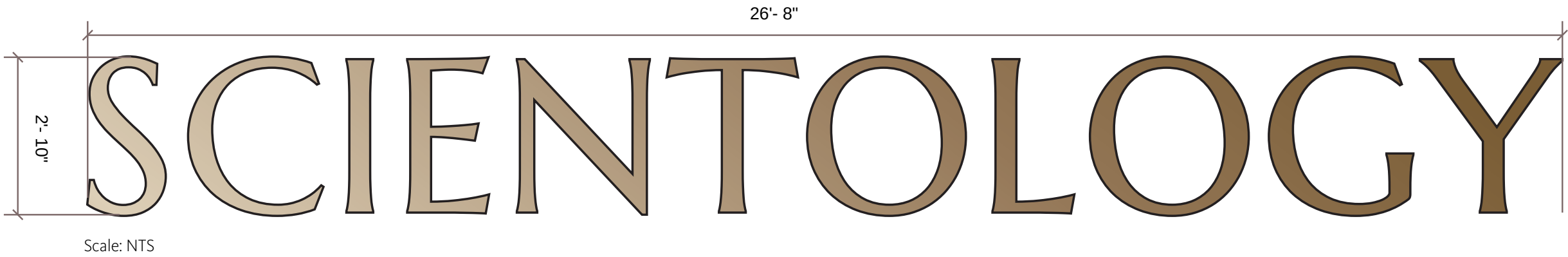


SIGN 1 DETAILS



The illuminated channel letters are mounted on the balcony using discreet, concealed hardware for a clean and polished appearance. The faces of the letters will be made from high-quality day-and-night vinyl, which emits a warm white glow after sunset, ensuring visibility and charm in the evening. During the day, the letters will have an elegant bronze hue, blending seamlessly with the surrounding architecture while maintaining an eye-catching presence.

Rendering View

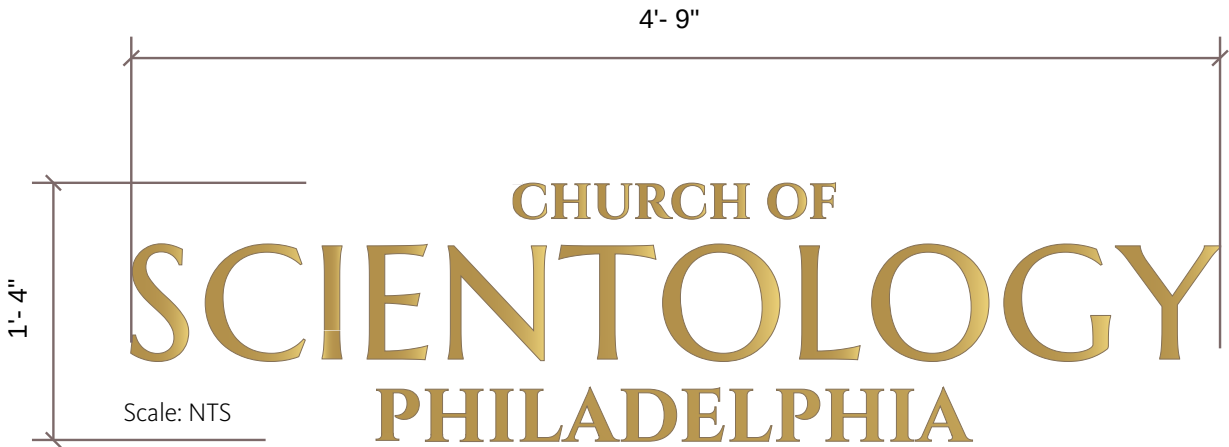


Case Study Imagery For Illumination

SIGN 2 DETAILS



Rendering View



An internally lit acrylic lettering mounted to the window transom on bronze supports matching the storefront (as illustrated in the inspiration imagery below).



Inspiration imagery - Paris Org

SIGN 3 DETAILS



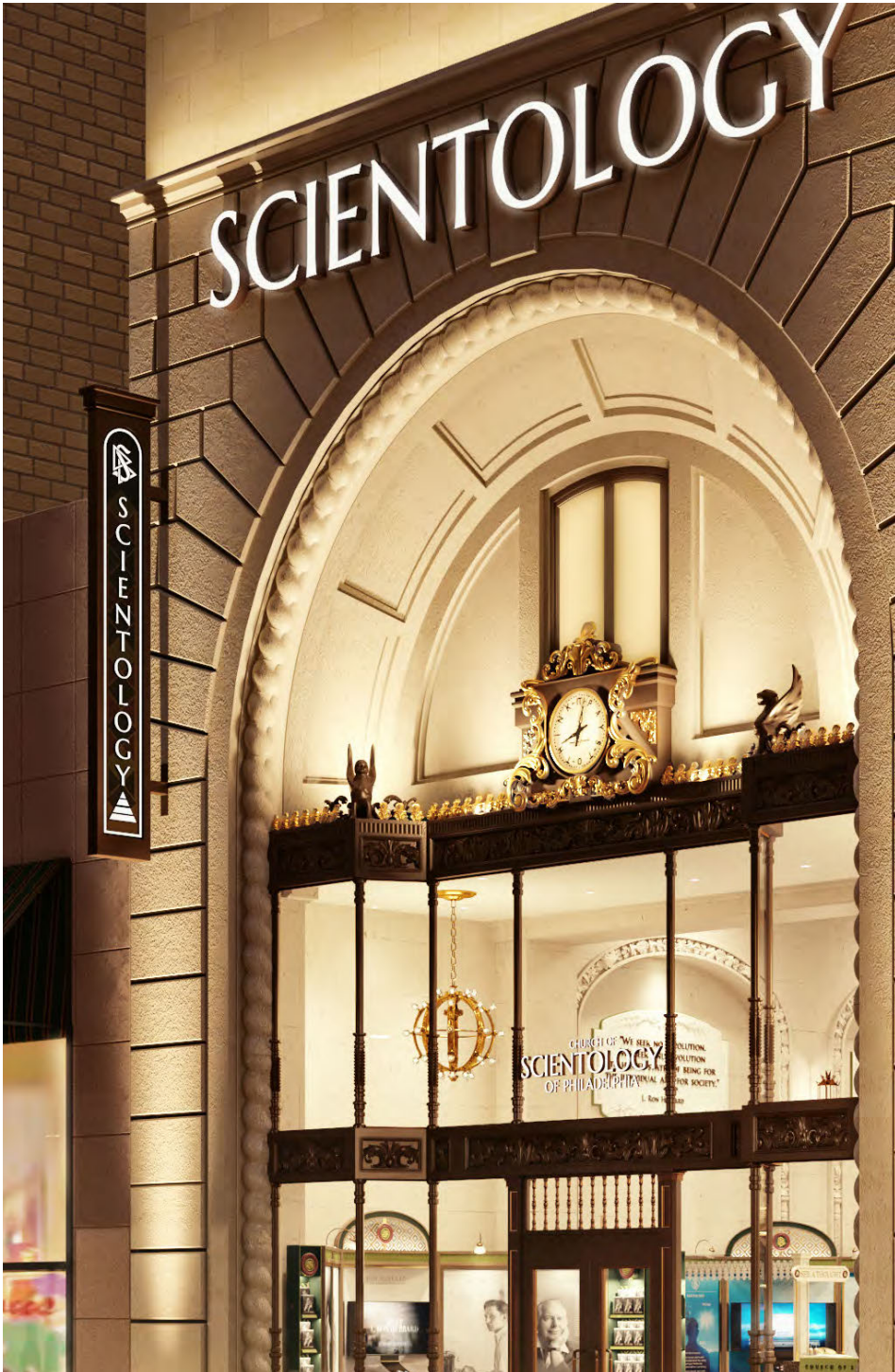
Rendering View

1 Bas relief architectural ornament of sign foam or glass fiber reinforced concrete with finish to match adjacent stone facade.



Inspiration imagery

SIGN 4 DETAILS



Rendering View



This is a double-sided blade sign featuring face-illuminated copy and an emblematic symbol, ensuring visibility from both directions. The sign panel is adorned with a carefully crafted project motif that reflects the unique character of the establishment. Its design draws inspiration from the architectural features of the building, emphasizing themes of integrity and trust, while embodying the elegance and sophistication. The overall aesthetic aims to foster a sense of confidence and reassurance in the community.

Strategically positioned perpendicular to the building, this blade sign is designed to be easily spotted by pedestrians and drivers alike. Given the bustling downtown environment, with its myriad tall buildings, the presence of this attention-grabbing sign is crucial in guiding and informing the public about the establishment, ensuring that it stands out in a crowded urban landscape.



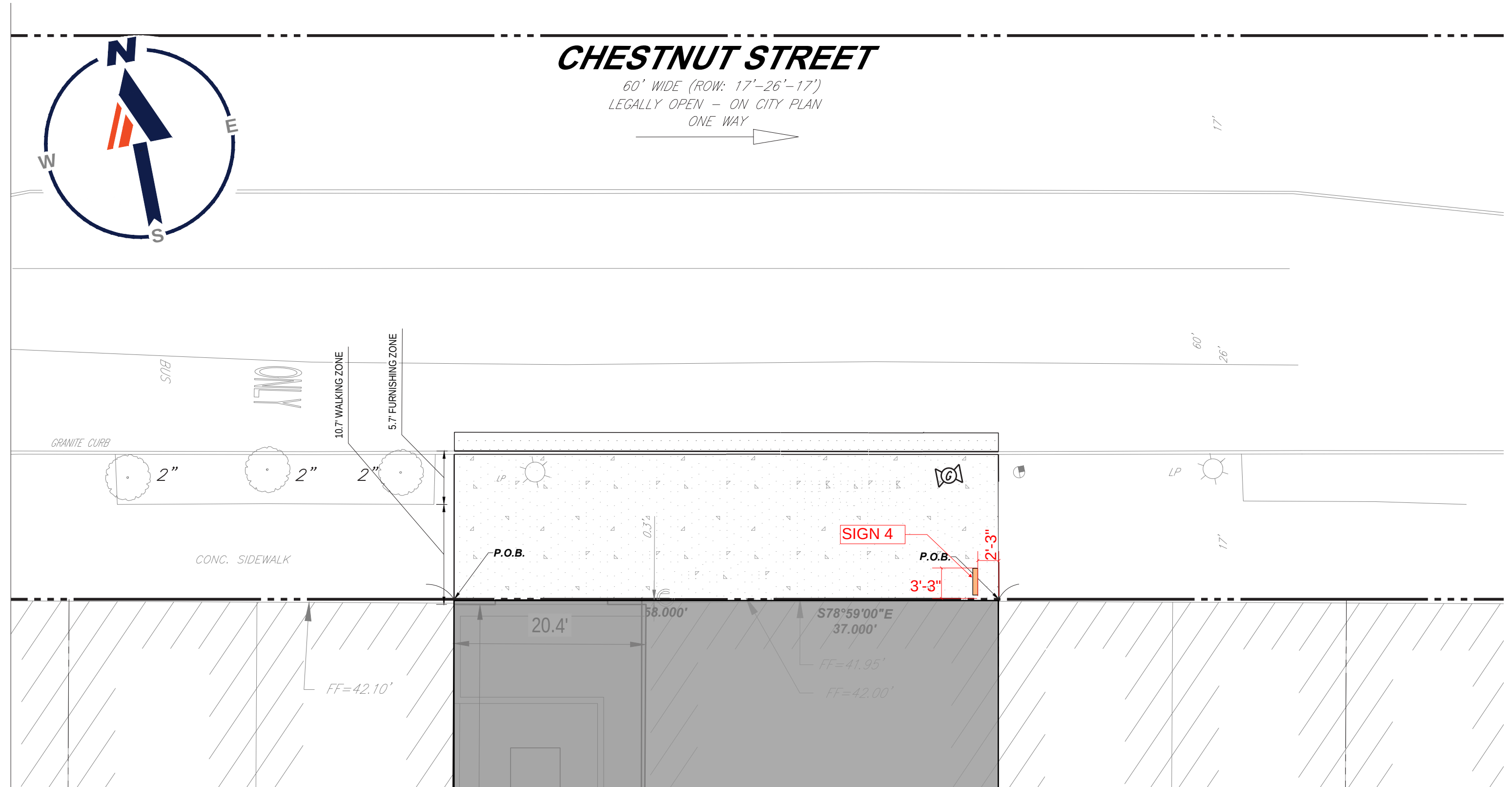
Inspiration imagery



Inspiration imagery



SIGN 4 - PLOT PLAN



PLOT PLAN WITH PROJECTING SIGN | 1:10 SCALE

SIGN 5-8 DETAILS



EXTERIOR RENDERING OF LOW DECAL SIGNS

FONT & MATERIALS PALETTE

PRIMARY FONT
Marcellus SC is a classic, elegant serif font inspired by Roman inscriptional lettering, ideal for adding sophistication to designs. It captures historical essence while modernizing it for contemporary design needs, creating a connection between ancient typographic traditions and modern aesthetics.

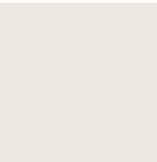
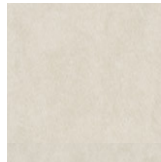
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ¶#¼{*?+−=÷×≤≥&@

SECONDARY FONT
Romantic fonts are characterized by elegant and expressive qualities, making them suitable as a supporting font to the primary font Marchellus SC.

abcdefghijklmnopqrstuvwxyz
01234567890 ¶Æ{ }!@#+()%&*=<

ROMANTIC, REGULAR

PAINT COLORS & MATERIALS

					
MATTHEWS PAINT MPO3573 PALOMINO MANE	SHIRWIN WILLIAMS GARDEN SPOT	CHEMETAL 803 POLISHED SOLID BRASS	CHEMETAL 804 SATIN GODLEN BRONZE	MATTHEWS PAINT MP38076 CABO BRONZE METALLIC	FINISH MATCH TO SANDSTONE

FONT & MATERIAL PALETTE