

September 27, 2024

Philadelphia Art Commission
1515 Arch St., 13th Floor
Philadelphia, PA 19102

Re: William H Gray III 30th Street Station Signage

To Whom It May Concern:

We respectfully submit for your consideration the attached signage documentation for the **William H Gray III 30th Street Station**.

The intent of this wayfinding signage renovation is to replace the existing signage elements with an updated system that reflects Amtrak's branding standards, and that relates aesthetically to the Station's architectural renovations. The messaging for these signs will also reflect vehicular circulation changes resulting from the Market Street Plaza renovation.

The following signs will replace existing signs of similar size:

- Station Identification pylon, one (1) at Schuylkill Avenue: 15 feet tall above the existing sign stone base, 5 feet wide, and one foot deep
- Vehicular Directional pylons, one (1) at Arch Street and two (2) on 30th Street: 8 feet, 11 inches tall above existing concrete bases, 3.3 feet wide, and 8.5 inches deep

The following signs will be added to the site:

- Vehicular Directional pylons, two (2) at Arch Street: 7 feet tall, 2.75 feet wide, and 8.5 inches deep

The above noted signs will be constructed of brushed stainless steel with painted graphic panels to match Amtrak Blue. The Station Identification pylon will feature graphics with white illuminated faces and the Vehicular Directionals will feature reflective white directional messages with painted blue letters to identify the station on the signage header caps. Where necessary, the sign bases will be clad with black painted steel.

Please note that the existing dimensional metal letters and monument signs identifying the station at the south end of Schuylkill Avenue and the corner of 30th Street and Market Street will remain at their respective locations as part of this renovation.

The person who shall receive the commission's decision is: John Bonck, Urban Engineers, 530 Walnut Street, Philadelphia, PA 19106, (215) 922-8081 x1462

The point of contact for questions about this application is: Greg Riestenberg, Entro, 135 W 26th Street, 12th Floor, New York, NY 10001, (212) 929-6302 x303

Sincerely,



Greg Riestenberg
Senior Designer // Entro

The Philadelphia Art Commission Decision Form

The Philadelphia Art Commission

Established 1911

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Alex M. Smith
Director

File #: 118-24 **Commission Meeting Date:** 10/09/2024

Name: John Bonck
Urban Engineers
530 Walnut Street
Philadelphia, PA 19106

Project Name & Location: The Market Street Plaza at 30th Street Station
30th & Market Streets

Proposal: The proposal is for an expanded and redesigned urban plaza along Market St. outside the south side of 30th Street Station. The new plaza will include new trees and vegetation, seating options, pathways, and lighting. The plaza will also include a large open central plaza in front of the south entrance to 30th Street Station (where Little Market St. is currently) that is intended to accommodate various new pedestrian-oriented programming options.

Commission Decision: FINAL APPROVAL

Remarks: The Commissioners appreciated the revisions based on feedback from the first review, including minimizing invasive species and coordinating with SEPTA on a future bus stop. The Commissioners encouraged the development team to consider adjusting the nighttime lighting after the last train of the evening to reduce unnecessary illumination, as deemed appropriate.



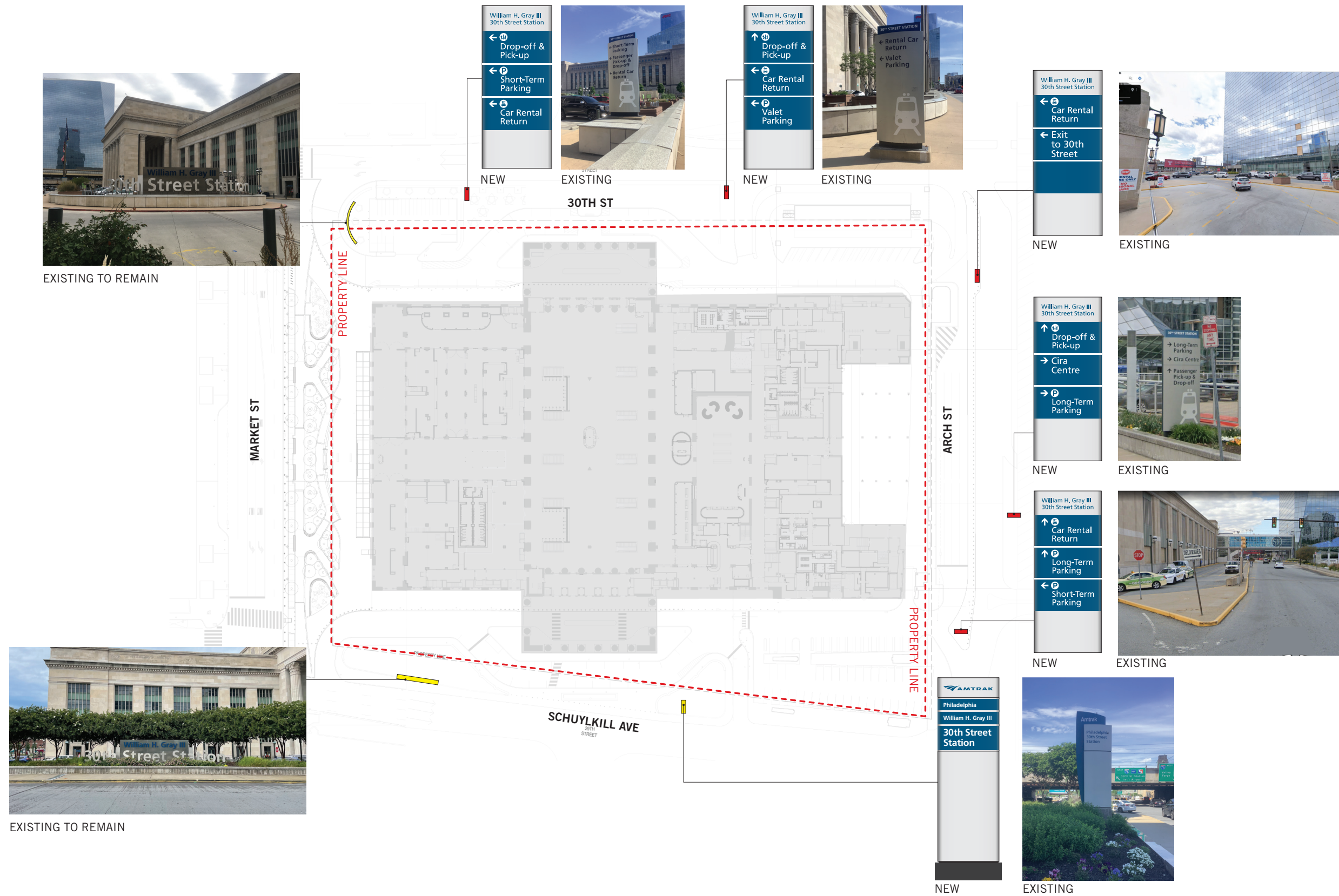
Alex M. Smith
Director of the Philadelphia Art Commission

One Parkway Building
1515 Arch Street
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Philadelphia, PA 19102

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Art Commission approval is not an endorsement for any approval, exception or variance that the proposal might require from any other department, board or commission.

SITE PLAN



EXISTING CONDITIONS: SCHUYLKILL AVENUE



Cira Centre South and Old Post Office Building at Schuylkill Ave and Market St



Cira Centre, SEPTA overpass, and 1-76 on-ramp at Schuylkill Ave and Arch St



Existing station identification sign to remain along Schuylkill Ave



East facade from JFK Blvd Bridge

EXISTING CONDITIONS: 30TH STREET



Cira Centre South, Old Post Office, and Drexel University at 30th and Market St



Schuylkill Yards and SEPTA overpass at 30th and Arch St



Existing station identification sign to remain at 30th and Market St



West facade looking north from 30th and Market Street

EXISTING CONDITIONS: ARCH STREET



Arch St facade and Cira Centre overpass looking west

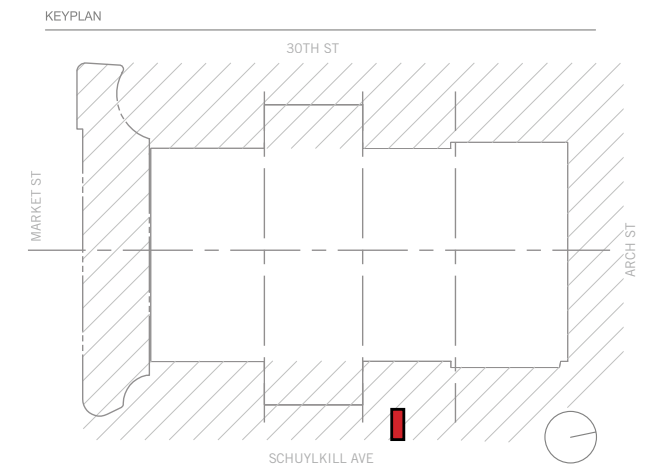
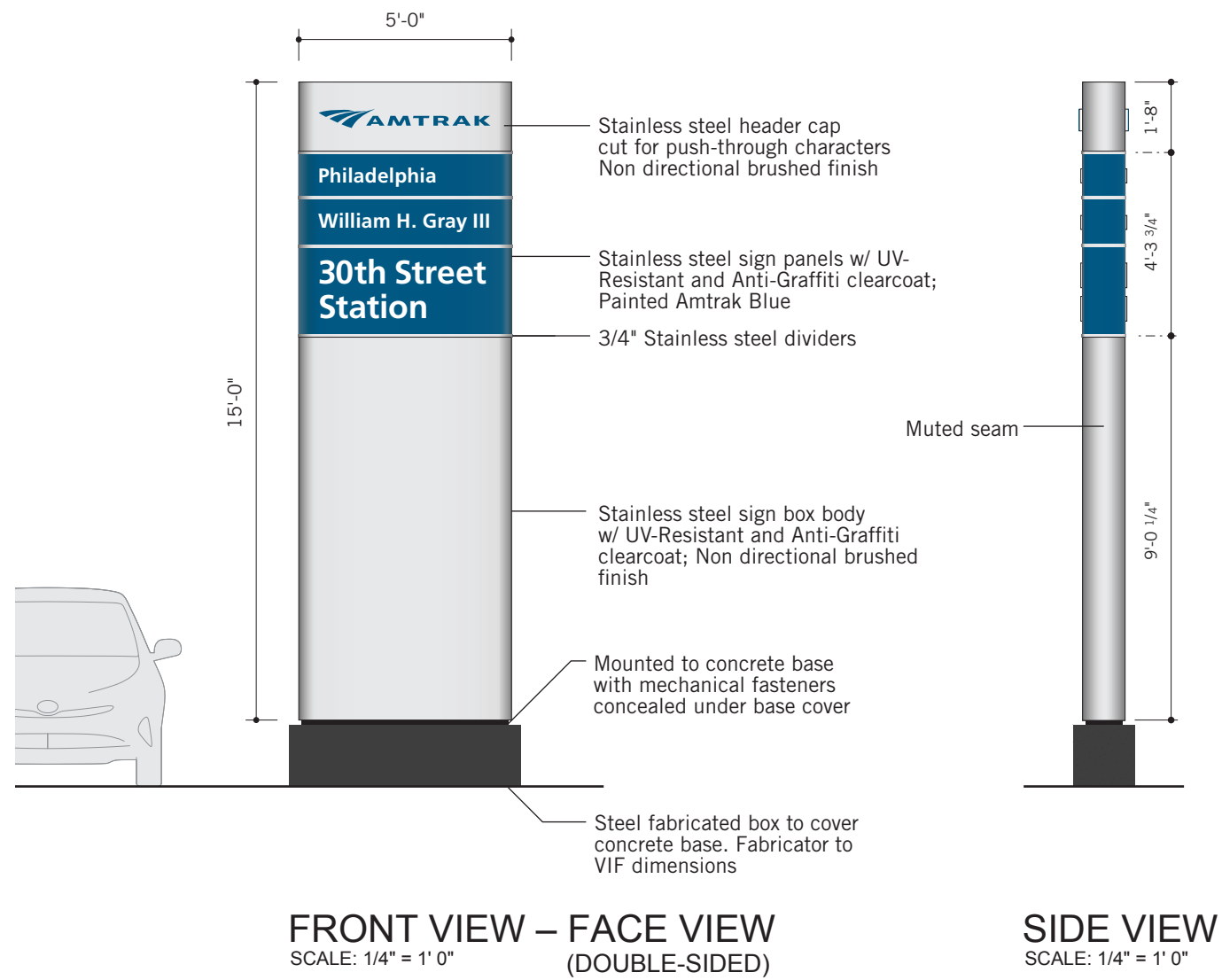


Arch St facade and Center-City looking east

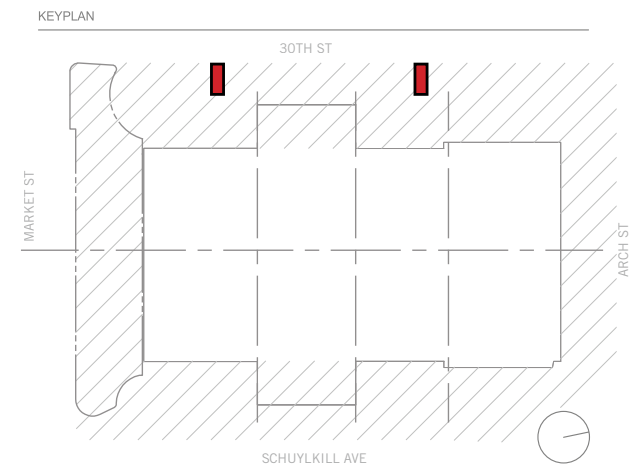
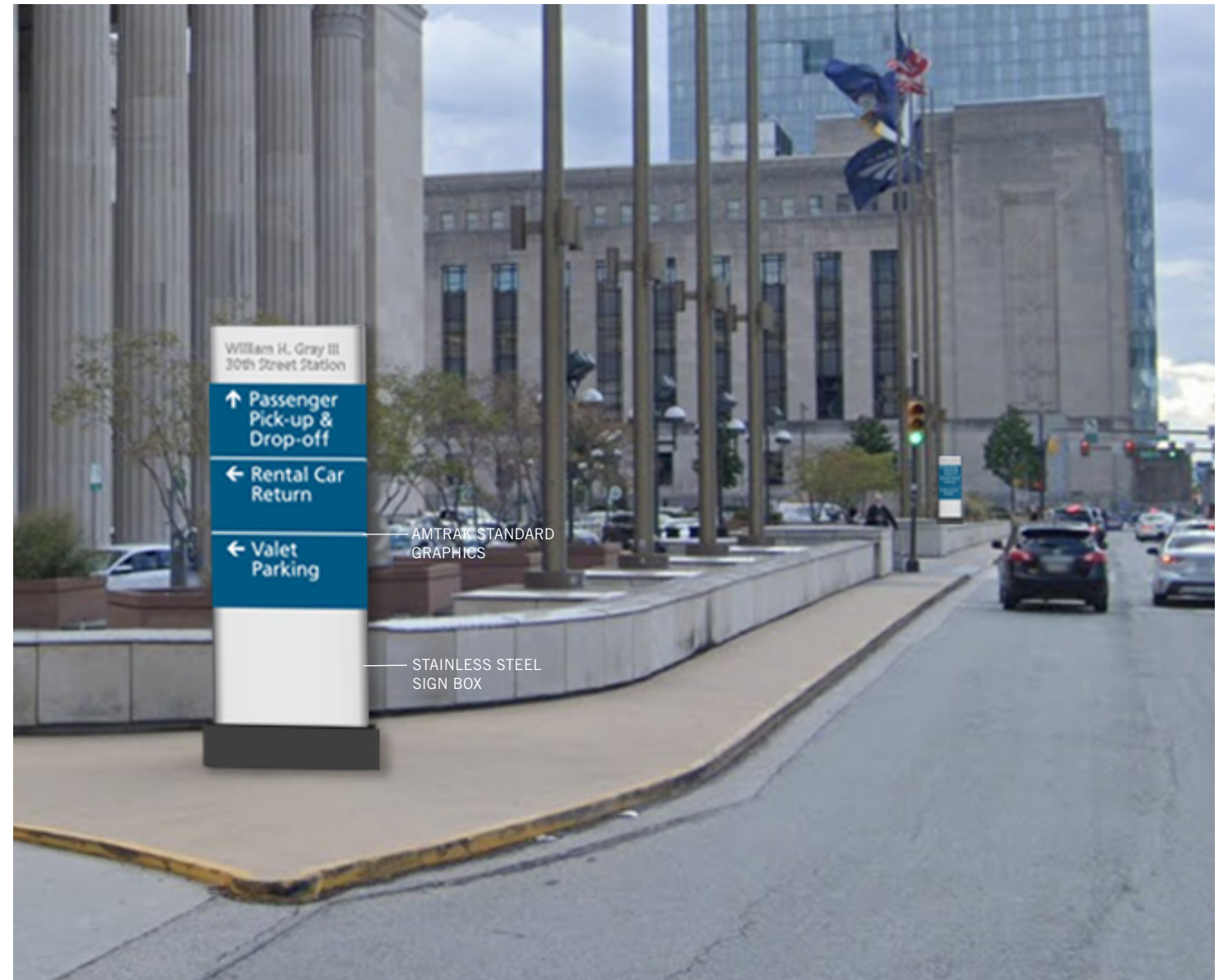
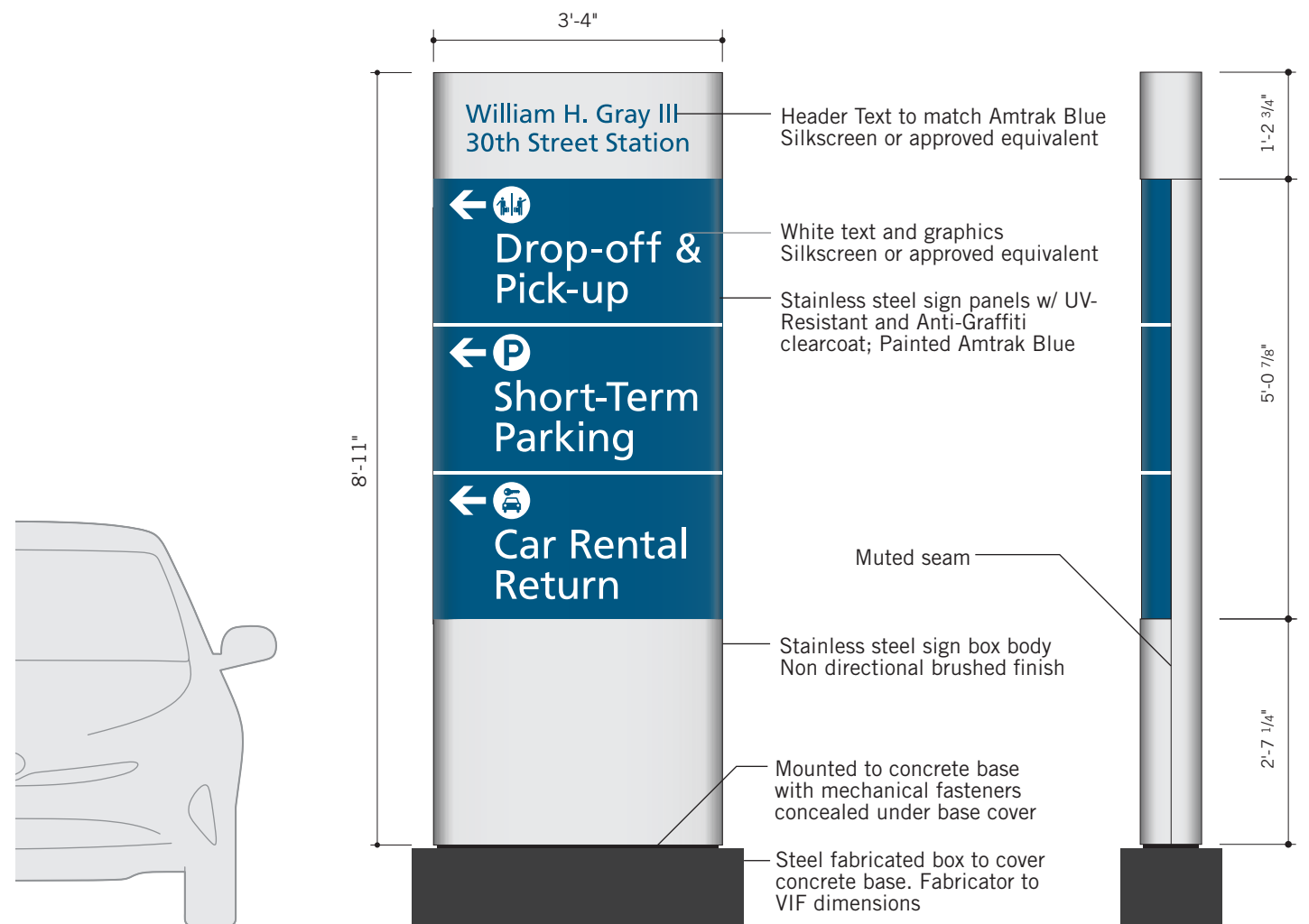


30th and Arch St looking northwest

PROPOSED SIGNAGE: STATION IDENTIFICATION



PROPOSED SIGNAGE: VEHICULAR DIRECTIONAL / 30TH ST



PROPOSED SIGNAGE: VEHICULAR DIRECTIONAL / ARCH ST

