



Sign & Streeterly Committee Report

Meeting held Wednesday, October 30, 2024 - 9:30 AM

The Philadelphia Art
Commission
Established 1911

Robert Roesch
Chair

José Almiñana
Carmen Febo San Miguel
Matthew Kenyatta
James Lowe
Raed Nasser
Pepón Osorio
Rebecca Segall
Mario Zacharjasz

Sign and Streeterly
Committee
Raed Nasser
Labaron Palmer
Robert Roesch
Alex M. Smith

Alex M. Smith
Director

Streeterly Applications

First Reviews:

- 297-24**
Johnny Brenda's
1201 Frankford Avenue

*Recommendation is for **Approval** as submitted. The committee acknowledges that this is functionally a legalization of an existing streeterly. The planters on top of the concrete barriers are appreciated.*

Sign Applications

Second Reviews:

- 225-24**
Taco Bell Cantina
1614 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval** as proposed.*

- 83-24**
William D. Kelley School
1601-49 N 28th Street
Zoning: RM-1

*Recommendation for **Approval** with the confirmation from ZBA and letters of community support provided.*

First Reviews:

- 298-24**
Starbucks
1000-32 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval Upon Receipt** of the outcome of the ZBA process.*

One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102

215-683-4636

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- 2. 300-24**
Curtis Institute of Music
233-35 S 18th Street (aka 1726 Locust Street)
Zoning: CMX-5 within /CTR Center City Overlay District –
Rittenhouse Square

Continued. Discussion of the proposal to be held until the conclusion of the ZBA process. Historical Commission approval is also required at this location.

- 3. 301-24**
Equinox
1911 Walnut Street
Zoning: CMX-4 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation of **Approval** as submitted for the canopy signage proposed. Additional signage included in the proposal will be reviewed under separate application.*

- 4. 302-24**
Wells Fargo
1501 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Revisions Needed**. Committee recommends the removal of interior signage located within 6” of window. Interior signage at greater depth is strongly discouraged. Window decals at each of the three bays reading “Wells Fargo” likewise recommended for removal. Privacy decals are appropriate and may remain, if more details are provided as to coloration and patterning proposed. Canopy as proposed exceeds the size of the canopy that was originally approved. Canopy may remain as shown, but signage on side elevation of canopy to be removed.*

- 5. 303-24**
F1 Arcade
1330 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval** as proposed.*

- 6. 304-24**
Five Iron Golf

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1717 Arch Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Parkway Buffer

*Recommendation for **Approval** as proposed. The Committee received an email from Logan Square in support of the new business at this location.*

7. 305-24

Yummy Picks

1122 Walnut Street
Zoning: CMX-4 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval** of submission as revised following meeting.*

8. 306-24

Weckerly's

1600 Spruce Street
Zoning: CMX-2; Signage encroachment within the Right-of-Way

*Recommendation for **Approval** of submission as revised following meeting.*

9. 307-24

JD

1530 Chestnut Street
Zoning: CMX-5; Signage legalization within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval** of legalization of existing signage at the site. Committee requests confirmation of the removal of window decals as the understanding is they are temporary and will be removed once the store opens.*

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