



Sign & Streeter Committee Report

Meeting held Wednesday, November 27, 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 Streeter
Committee
Raed Nasser
Labaron Palmer
Robert Roesch
Alex M. Smith

Alex M. Smith
Director

Sign Applications

Second Reviews:

- 1. 213-24**
Cobbs Creek Golf Course
7400 Lansdowne Avenue
Zoning: SP-PO-A; Signage on City property

*Recommendation is for **Final Approval** as submitted. The Committee appreciated the additional information and details. Club house signage Option #2 is preferred.*

- 2. 302-24**
Wells Fargo
1501 Chestnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval**. The applicant team provided updates to submission after the meeting which reflect the Committee's comments, specifically – the internal signage is now not under AC purview, and the canopy was reduced to 2' projecting off the building. ATM kiosk area was removed from this submission*

First Reviews:

- 1. 321-24**
Equinox
1911 Walnut Street
Zoning: CMX-4 within /CTR Center City Overlay District –
Center City Commercial Area

*Recommendation for **Approval Upon Receipt** of the outcome of the ZBA process. The projection amount has been reduced to 30" and the projecting signs have moved down to the second floor. The committee appreciated the removal of projecting sign on Walnut Street. The remaining signs would require a variance. The scale and location make sense, the signage along 20th Street is close to the parking entrance access.*

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

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2. **322-24**

Xfinity Live! Entertainment Plaza

1300 Pattison Avenue

Zoning: SP-STA; Signage on City property

*Recommendation for **Concept Approval**.*

The Committee appreciated the signage package, believed the amount of signage was appropriate for this venue, and requested additional information for the final review:

- *The digital signs that are visible from the sidewalk would stay static.*
- *Applicant team to follow up with L&I to determine what's considered signage vs murals/art in the package.*
- *Determine which signs are placeholders for different vendors and which ones are for sponsors.*
- *Look into the juxtaposition of various vendor signs, for example PBR Yard and AVA Rooftop Bar*

The applicant team will return for final review when all vendors are selected, and signage ordinance is completed.

3. **323-24**

Walnut Smoke Shop

733 Walnut Street

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

*Recommendation for **Revisions Needed**. The committee requested the sides of the awning to be open. Move the graphic closer to the valance of the awning.*

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