

December 4, 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 Philadelphia Art Commission's review in conjunction with the Amtrak 30th Street Station Market Street Plaza presentation scheduled for December 18, 2024.

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 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

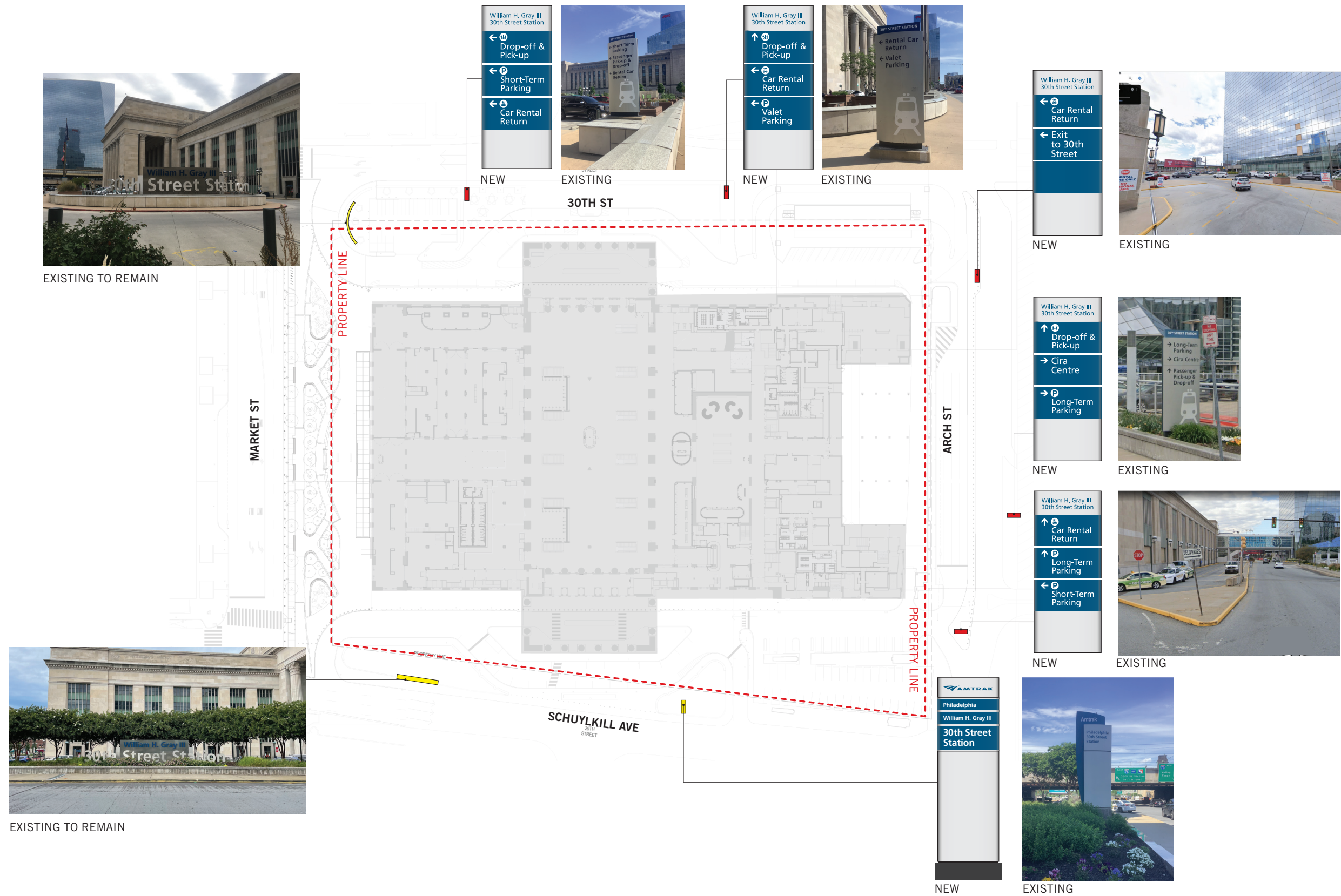
The point of contact for questions about this application is: Greg Riestenberg, Entro, 135 W 26th Street, 12th Floor, New York, NY 10001, (212) 929-6302 x303

Sincerely,



Greg Riestenberg  
Senior Designer // Entro

# 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**





**EXISTING CONDITIONS: ARCH STREET**



Arch St facade and Cira Centre overpass looking west



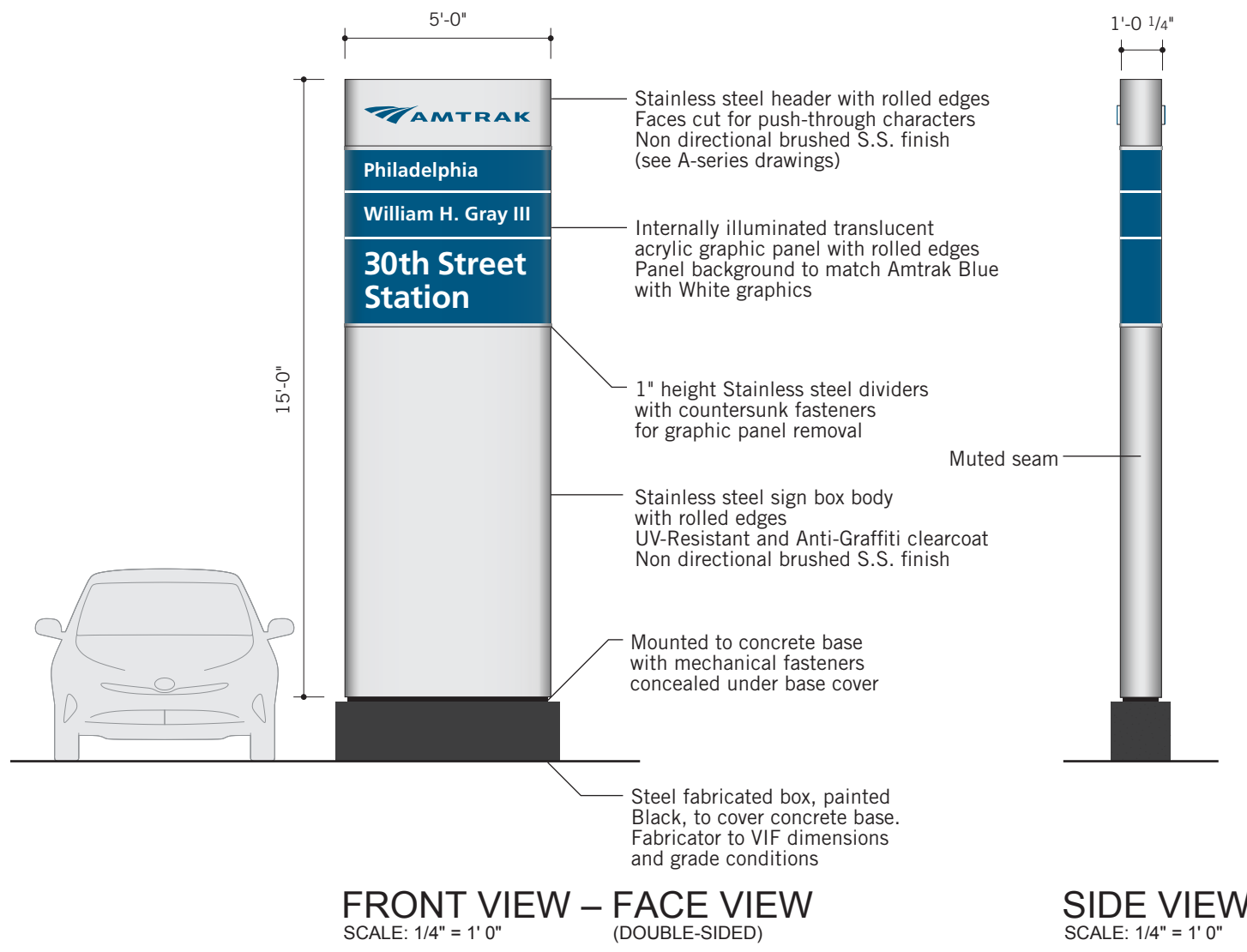
Arch St facade and Center-City looking east



30th and Arch St looking northwest

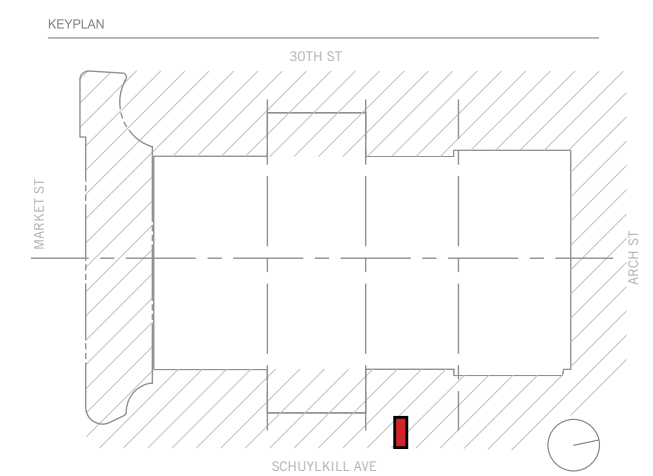


# PROPOSED SIGNAGE: STATION IDENTIFICATION



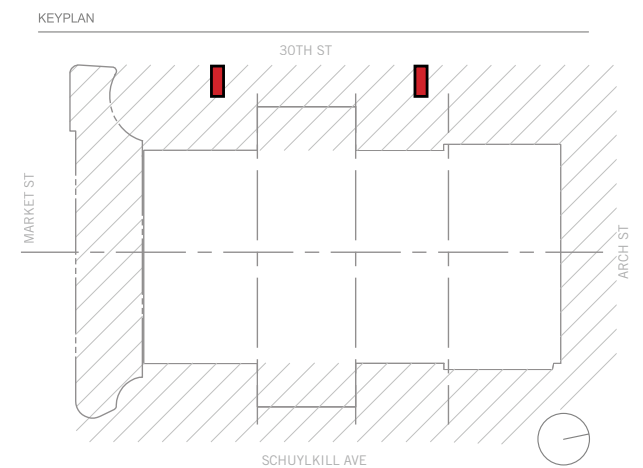
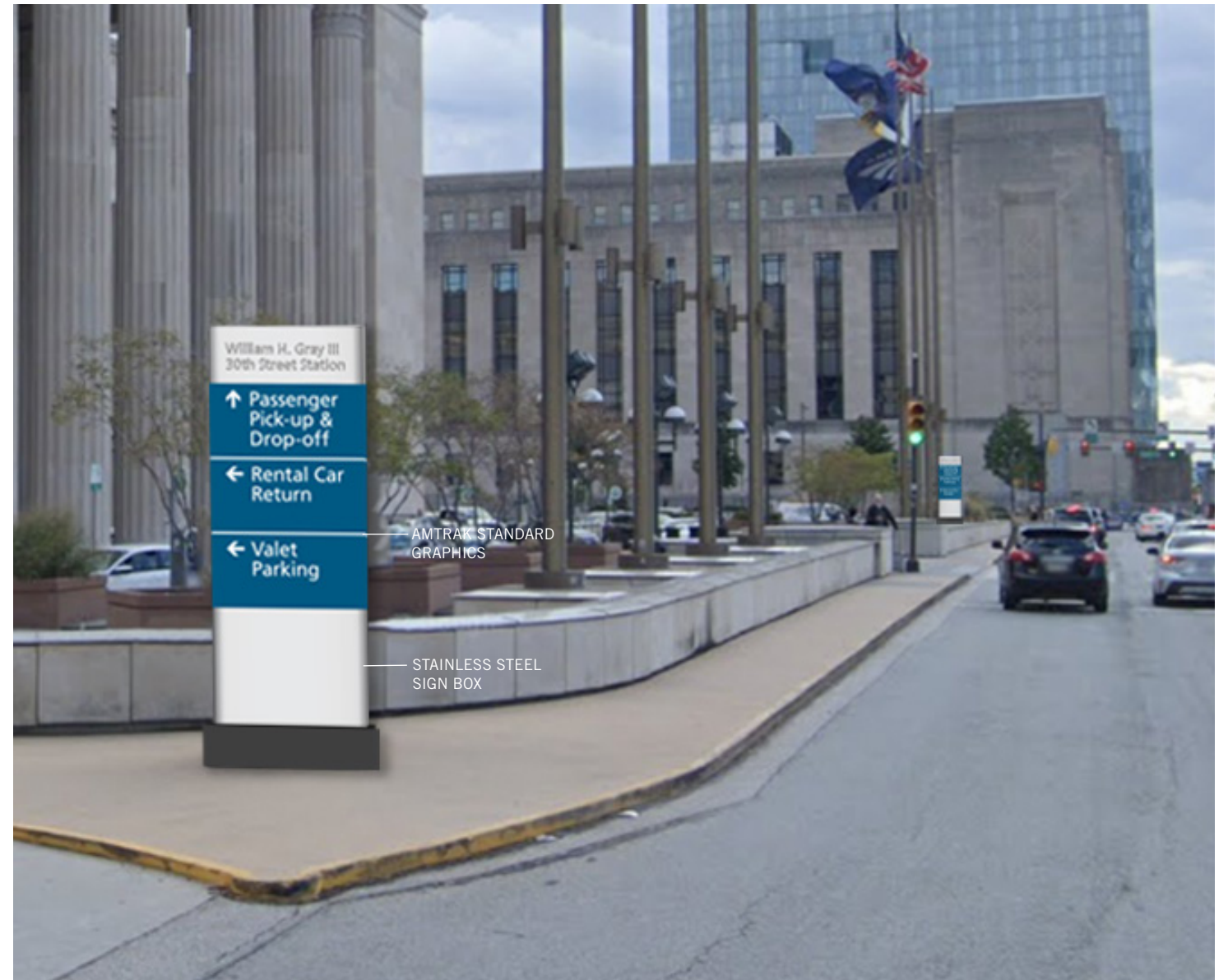
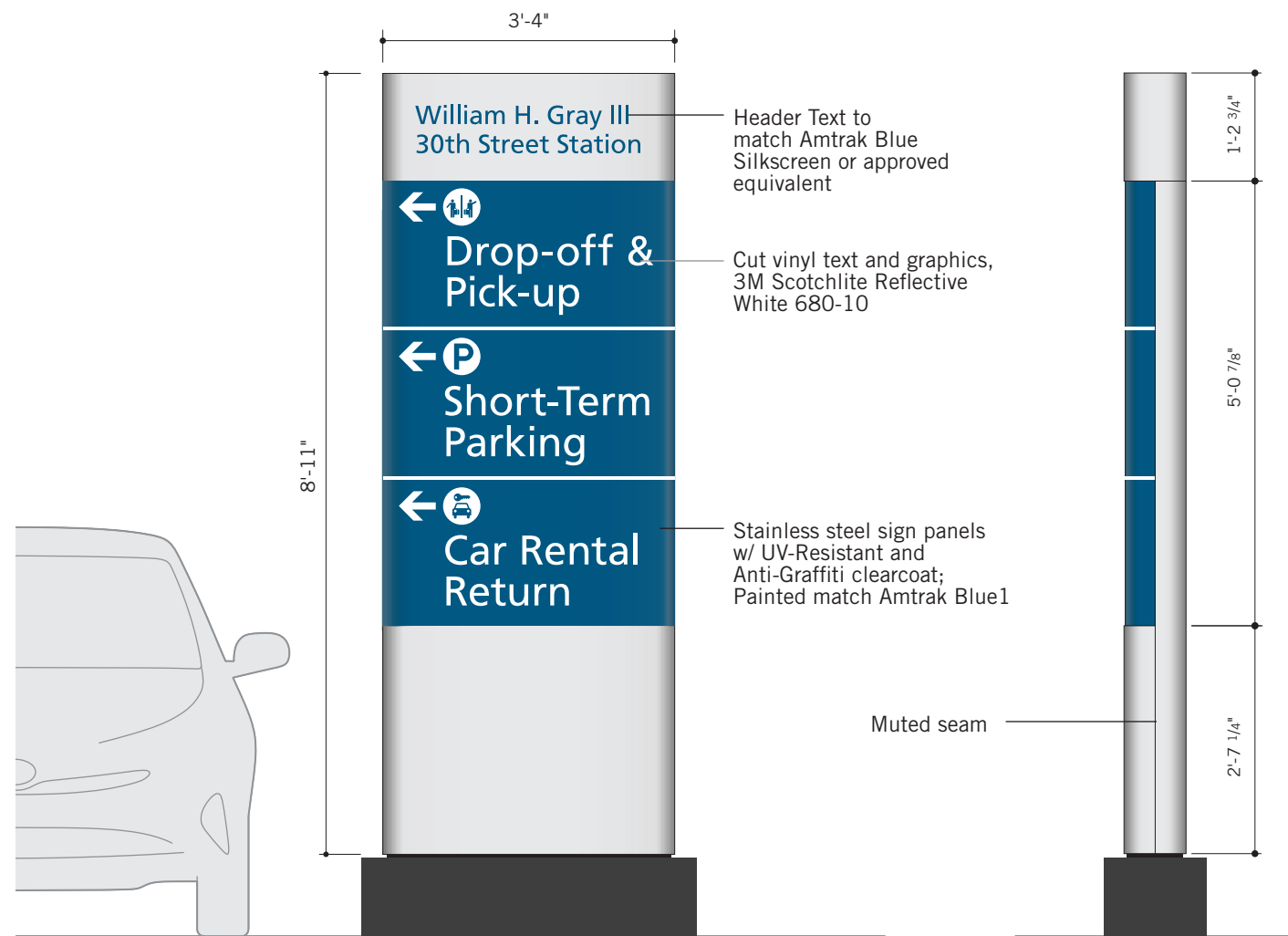
INTERNALLY ILLUMINATED SIGN BOX W/ AMTRAK STANDARD GRAPHICS

STAINLESS STEEL SIGN BOX





# PROPOSED SIGNAGE: VEHICULAR DIRECTIONAL / 30TH ST





# PROPOSED SIGNAGE: VEHICULAR DIRECTIONAL / ARCH ST

