



Sign & Streeter Committee Report

Wednesday, December 18, 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:

- 323-24**
Walnut Smoke Shop
733 Walnut Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval for the non-illuminated awning. Two design options were provided. The committee prefers the option with the text limited to the valence.

First Reviews:

- 299-24**
30th Street Station – Exterior Wayfinding
2955 Market Street
Zoning: I-2; Signage encroachment within the Right-of-Way

Recommend for approval as proposed.

- 344-24**
Jordan Brand – World of Flight
1617 Walnut Street
Zoning: CMX-5; CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval upon receipt of additional information. The upper-level sign will necessitate approval from the ZBA prior to final approval from the Art Commission. Staff confirmed the proposal has received approval of the Philadelphia Historical Commission.

- 341-24**
Courtyard by Marriott
1419-27 Arch Street
Zoning: CMX-5 within /CTR Center City Overlay District –
Parkway Buffer

Recommend for approval as proposed.

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

215-683-4636

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4. **342-24**
McDonald's
1604 Chestnut Street
Zoning: CMX-5 /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval as proposed. Note that the internal M's, which are integral to the counter, are likewise approved if they are determined by L&I to be considered as signage.

5. **343-24**
Tacobee's
236 Market Street
Zoning: CMX-3 /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval as proposed. The committee confirms that the sign is to be mounted at a height that does not cover or conflict with the second story windows. Note that this proposal will require façade review if the traditional sign band area is being replaced/updated with a glass panel.

6. **345-24**
Mejuri
1525 Walnut Street
Zoning: CMX-5 /CTR Center City Overlay District –
Center City Commercial Area

Recommend for approval as proposed. This is an update to a previously approved sign. The original proposal included an awning which was not installed.

7. **346-24**
Bond Vet
2101 Walnut Street
Zoning: CMX-4 /CTR Center City Overlay District –
Center City Commercial Area

Recommend to revise and resubmit. The committee would like to see a solution that reconsiders the secondary "Primary & Urgent Care for Pets" text – either reduce it in size overall, alter alignment to be constrained to width of awning, or consider relocating this text to the central awning valance. The removal of the sides of the awning is likewise requested.

8. **347-24**
Movement
340 N 10th Street
Zoning: IRMX /CTR Center City Overlay District –
Vine Street Area

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Recommend for approval upon receipt of additional information. Though the overall sign package was considered, the Art Commission purview is limited to the projecting sign. The outcome of the ZBA process will need to be received prior to final approval from the Art Commission.

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