



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

## Sign & Streeterly Committee Report

Wednesday, January 22, 2024 - 9:30 AM

### Streeterly Structure Applications

#### First Reviews:

- 7-25**  
**Rosy's Taco Bar**  
2218-2222 Walnut Street

*Recommend for approval as presented. The Committee suggested the applicant consider potential heat impacts of the black paint selection.*

### Sign Applications

#### Second Reviews:

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

*Recommend for approval as presented. The Committee appreciated the revisions.*

- 322-24**  
**Xfinity Live! Entertainment Plaza**  
1300 Pattison Avenue  
Zoning: SP-STA; Signage on City property

*Recommend for affirmation of conceptual approval from the first review. The Committee had no concerns with the font, sizing, and placement of the placeholder signage; however, since it was noted that final approval would not be appropriate for placeholder signage, it was agreed that the conceptually approved placeholder signs would be reviewed at staff level as individual sponsors are engaged and the proposed final designs for their individualized signs can be submitted.*

#### First Reviews:

- 11-25**  
**Chase Bank**  
2000 Hamilton Street  
Zoning: CMX-4 within /CTR Center City Overlay District –  
Parkway Buffer

One Parkway Building  
1515 Arch St., 13<sup>th</sup> Floor  
Philadelphia, PA 19102

215-683-4636

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*Recommend for approval as presented.*

**2. 10-25**

**European Republic**

213 Chestnut Street

Zoning: CMX-3 within /CTR Center City Overlay District –  
Center City Commercial Area

*Recommend for approval as presented. It was noted that the proposed sign represents only a minor change from the sign that had existed there for many years.*

**3. 8-25**

**McCausland Arena (at Chamounix Equestrian Stables)**

98 Chamounix Drive

Zoning: SP-PO-A; Signage on City property

*Recommend for approval as presented.*

**4. 9-25**

**RE/MAX**

6100 Ridge Avenue

Zoning: CMX-2.5 within /RAN Ridge Avenue Neighborhoods Overlay District

*Recommend to revise and resubmit. The Committee requested the signage be simplified to form a more cohesive design highlighting the primary name of the business. The Committee recommended, as suggestions: combining the two wall signs into a single wraparound sign; shifting the primary business name above (or closer to) the entrance; changing the color of the sign cabinet retainers from black to blue, to match the sign cabinet background; and relocating the contact information from the wall sign to smaller window decals.*

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