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July 7, 2015

By Hand Delivery

Jonathan E. Farnham, Ph. D.
Executive Director
Philadelphia Historical Commission
City Hall
Room 576
Philadelphia, PA 19107

Re: 1200 Market Street

Dear Dr. Farnham:

We represent Twelfth Street Hotel Associates, L.P. (the "Applicant"), the owner of the building located at 1200 Market Street (the "Building"), concerning the modification of the rooftop sign located at the Building (the "Proposal").

Based on the feedback the Applicant received from the Architectural Committee at its May 26, 2015 meeting and as a follow-up to our meeting earlier today, the Applicant hereby submits eight (8) copies of the following supplemental materials:

- Photographs of revised LED mockup featuring both forward and sideways light projection, more closely resembling the effect of neon, including photographs of the mockup as installed on the Building on July 6, 2015;
- Elevation and section drawings of the revised mockup; and
- Letter from historic preservation expert Cindy Hamilton, Vice President of Heritage Consulting Group, explaining the Proposal's compliance with the Secretary of the Interior's Standards for Rehabilitation.

DMEAST #22185570 v1

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Thank you for your consideration of this application.

Sincerely,



Matthew N. McClure

cc: Danny Smith, Loews Hotels
Cindy Hamilton, Heritage Consulting Group