

**Forman Sign Company  
10447 Drummond Road  
Philadelphia, PA 19154  
215-827-6500  
215-827-6501 FAX**

March 11, 2021

Philadelphia Art Commission  
One Parkway  
1515 Arch Street, 13<sup>th</sup> Floor  
Philadelphia, PA 19102  
Attn: Beige Berryman  
215-683-2095

Re: Motto  
29-31 S. 19<sup>th</sup> Street

Proposed:

- One 2'6-3/8"x2'6-3/8" double-faced projecting sign. Painted aluminum faces and sides. Routed copy filled with push-thru clear acrylic with white vinyl overlay. Copy internally illuminated with white LEDs. 2'6-3/8" overall projection from façade, and minimum 13'4" clearance to grade.
- One 2'1"x2'1" single-faced wall sign. Painted aluminum face and sides with white vinyl copy.
- Two sets 4'x18'0-5/8" channel letters. Painted aluminum sides and backs. Internally illuminated with white LEDs. White acrylic face panels. *Please note: These signs will require Zoning Board of Adjustment approval and will be submitted on a separate zoning permit application from the projecting sign and wall sign.*

All existing "Pod" signs will be removed.

Thank you,

  
Sharon Brandt

**Motto – 29-31 S. 19th St.**

**These photos have not been manipulated in any way on a computer**



Front elevation – straight on



Front elevation – building to left



Front elevation – building to right



Looking down street to left



Looking down street to right



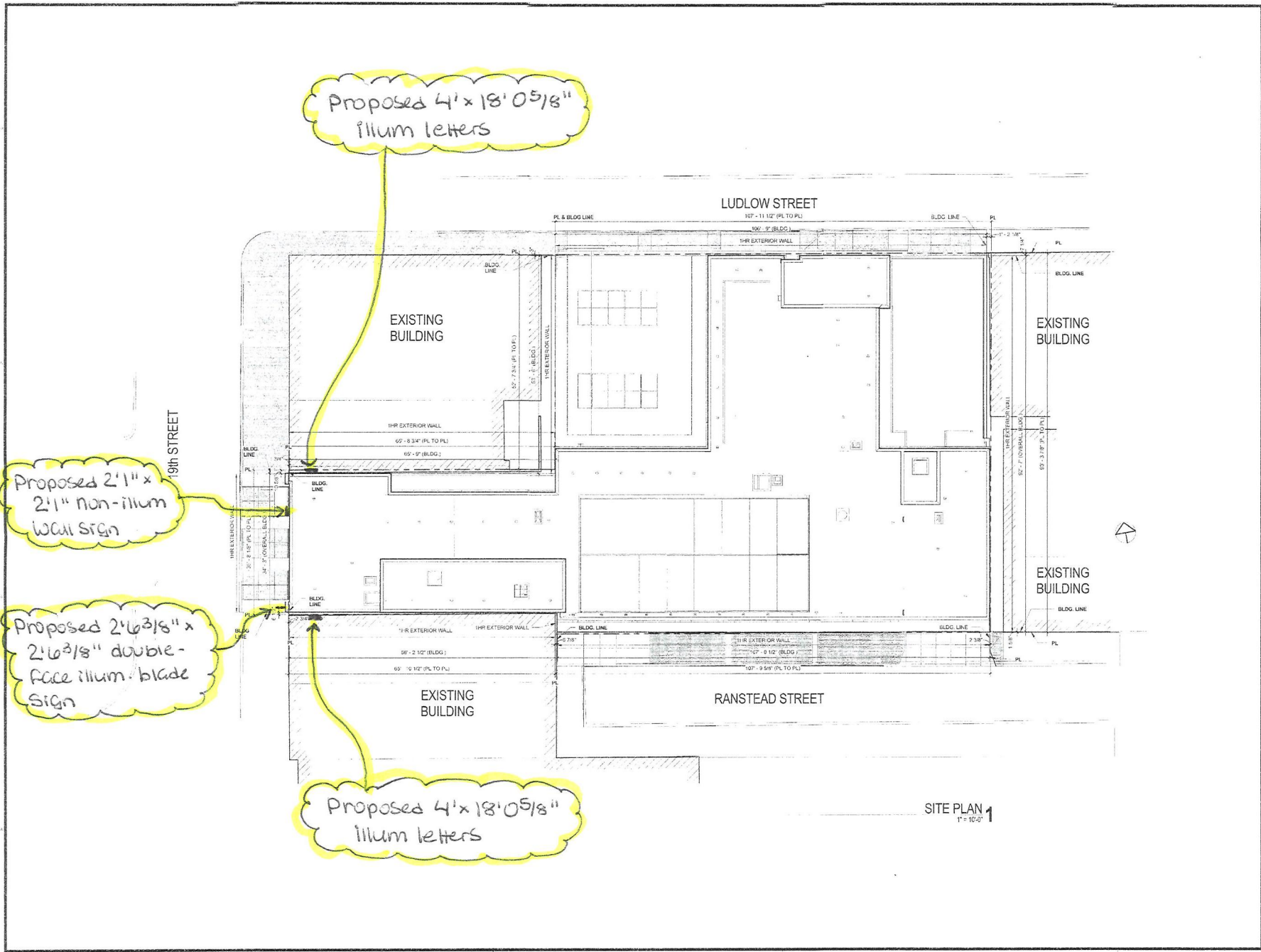
Looking across the street



Left high-rise elevation



Right high-rise elevation

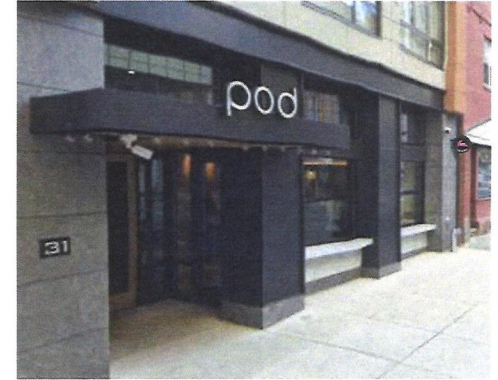
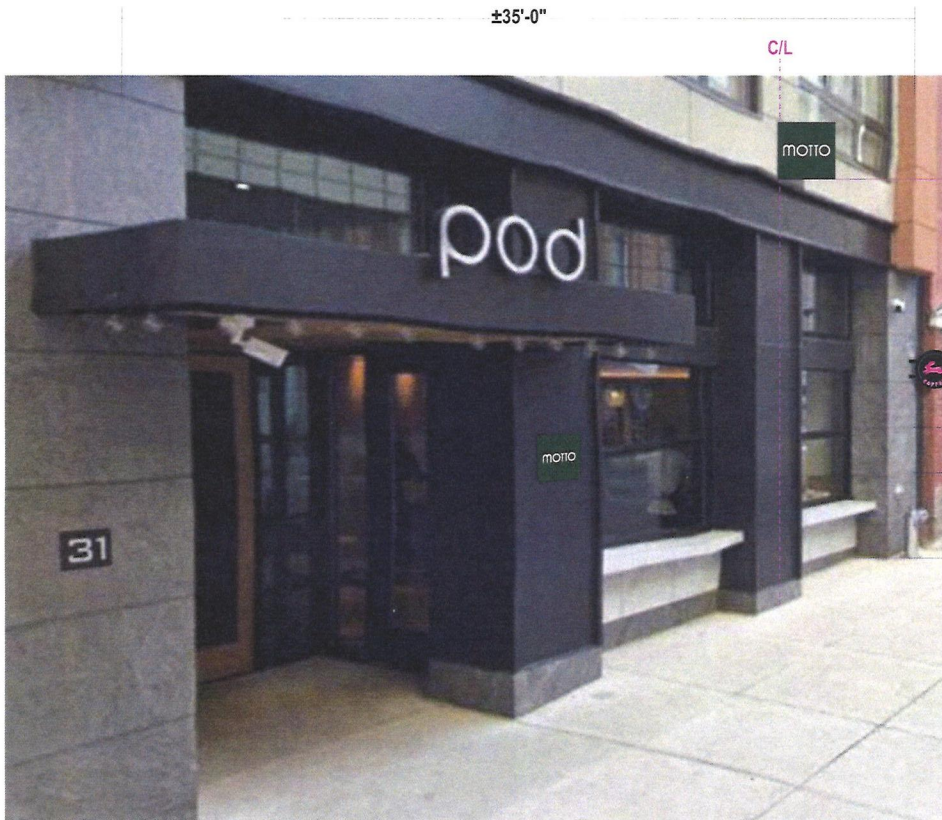


SITE PLAN 1  
1" = 10'-0"

**FRONT ENTRANCE ELEVATION**

Scale: 3/16"=1'-0"

**EXISTING CONDITIONS**



**Stratus**<sup>TM</sup>  
stratusunlimited.com  
8959 Tyler Boulevard  
Mentor, Ohio 44060  
888.503.1569

CLIENT: **MOTTO**  
by Hilton

ADDRESS: Motto  
31 S. 19th St.  
Philadelphia, PA 19103

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ORDER NUMBER: 616799  
SITE NUMBER: 000000

ELECTRONIC FILE NAME:  
G:\ACCOUNTS\HI\HILTON\MOTTO\2021\PA  
Motto\_Philadelphia

PROJECT NUMBER: 000000  
PROJECT MANAGER:  
DAVE HOLBROOK | TIM FENSKE

Rev #	Req #	Date/Artist	Description
Original	156569	00/00/00 KW	
Rev 1	157034	01/11/21 JR	
Rev 2	157655	01/21/21 KAW	Moved coffee sign to middle column
Rev 3	157787	01/25/21 JR	
Rev 4	158829	02/09/21 JR	Revised plaque to be green copy white bkgd
Rev 5	159091	02/15/21 JR	
Rev 6	160161	03/02/21 KAW	Revised entry plaque

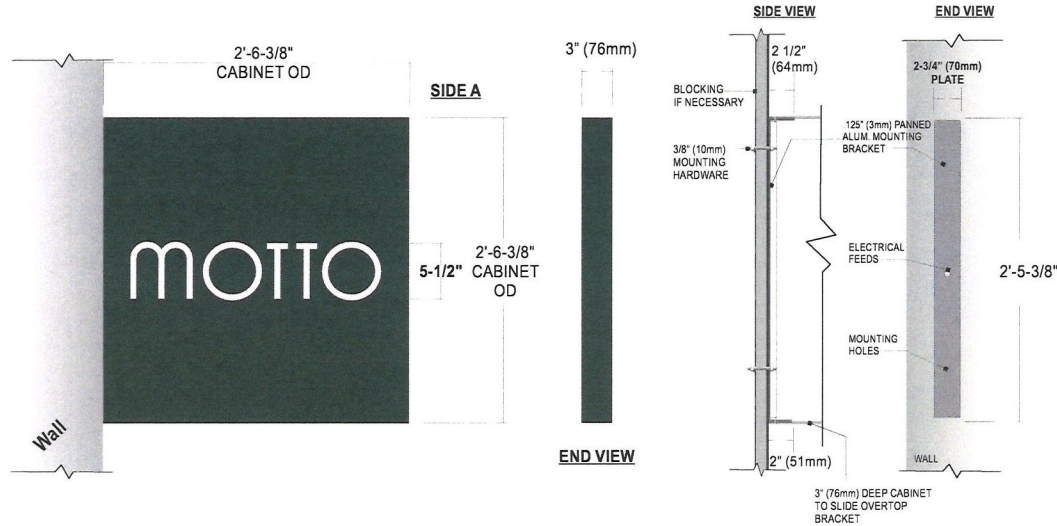
Rev #	Req #	Date/Artist	Description
Rev 7	160920	03/10/21 KAW	Revised placement of blade sign

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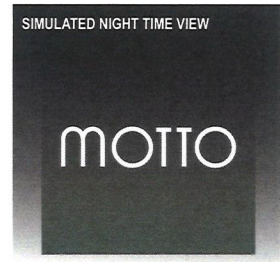
**BLADE SIGN, GREEN - WHITE PUSH THRU LETTERS**

Scale: 1"=1'-0"

6.4 square feet



**ADDITIONAL OPTIONS AVAILABLE:**



- CABINET:** 3" (76mm) deep D/F fabricated aluminum cabinet w/ internal angle framework painted MOTTO Green; Returns painted MOTTO Green. Cabinet to be notched to fit around disconnect switch as required. .125 (3mm) pan formed .alum. mounting bracket w/ 2"(51mm) returns; Alum. cabinet to mount overtop bracket w/ countersunk fasteners top & bottom - painted to match wall
- FACES:** .090 (2mm) aluminum faces painted MOTTO Green - (2) TWO faces required
- GRAPHICS:** Routed out graphics from alum. face with 3/4" (2mm) push thru Clear acrylic - polished edges w/ Surface applied Trans. White vinyl overlay 3M 3630-20
- ILLUMINATION:** White LED's (GE or SLOAN) as required by manufacturer; **POWER SUPPLIES TO BE HOUSED WITHIN CABINET**
- INSTALL:** Thru bolted flush to wall, using fasteners to suit; Wood blocking behind wall as required
- QUANTITY:** (1) ONE required

**COLOR PALETTE**



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<b>CLIENT:</b> MOTTO by Hilton		<b>ORDER NUMBER:</b> 616799	<b>PROJECT NUMBER:</b> 000000	<b>Rev #</b>	<b>Req #</b>	<b>Date/Artist</b>	<b>Description</b>	<b>Rev #</b>	<b>Req #</b>	<b>Date/Artist</b>	<b>Description</b>
<b>ADDRESS:</b> Motte, 31 S. 19th St, Philadelphia, PA 19103		<b>SITE NUMBER:</b> 000000	<b>PROJECT MANAGER:</b> DAVE HOLBROOK   TIM FENSKE	Original	156569	00/00/00	KW	Rev 7	160920	03/10/21	KAW
<b>PAGE NO.:</b> 3		<b>ELECTRONIC FILE NAME:</b> G:\ACCOUNTS\HILTON\MOTTO\2021\PA Motto_Philadelphia		Rev 1	157034	01/11/21	JR				
				Rev 2	157655	01/21/21	KAW				
				Rev 3	157787	01/25/21	JR				Revised quantity
				Rev 4	158829	02/09/21	JR				
				Rev 5	159091	02/15/21	JR				
				Rev 6	160161	03/02/21	KAW				

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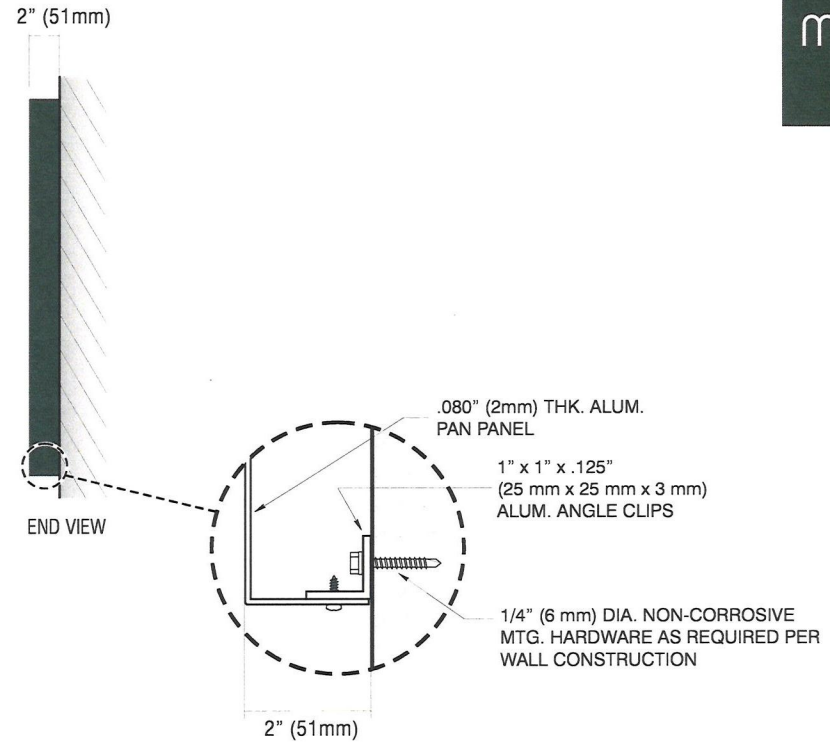
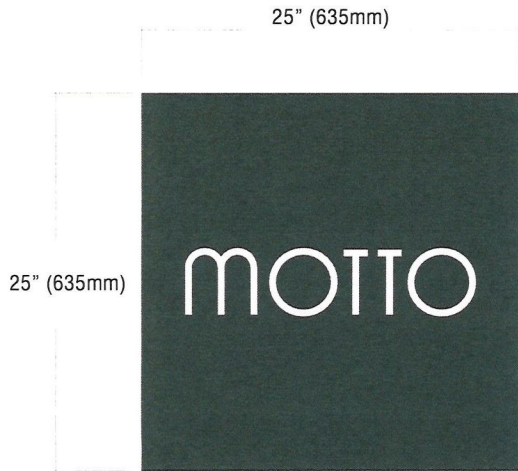
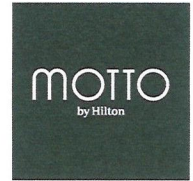


**NON-ILLUMINATED GREEN WALL PANEL - WHITE LETTERS**

Scale: 1"=1'-0"

6.4 square feet

ADDITIONAL OPTION AVAILABLE:



.080" (2mm) THK. FABRICATED 2" (51mm) DEEP PAN FORMED ALUMINUM LOGO PANEL

BACKGROUND & RETURNS PAINTED TO MATCH MOTTO GREEN (AKZO NOBEL SIGN51282 - SATIN FINISH) W/ DIE CUT OPAQUE WHITE VINYL GRAPHICS

SIGN CLIP MOUNTED FLUSH TO BUILDING FASCIA W/NON-CORROSIVE FASTENERS

**COLOR PALETTE**

-  3M 7725-10 White or Avery equivalent
-  Akzo Nobel SIGN51282 Green - satin finish

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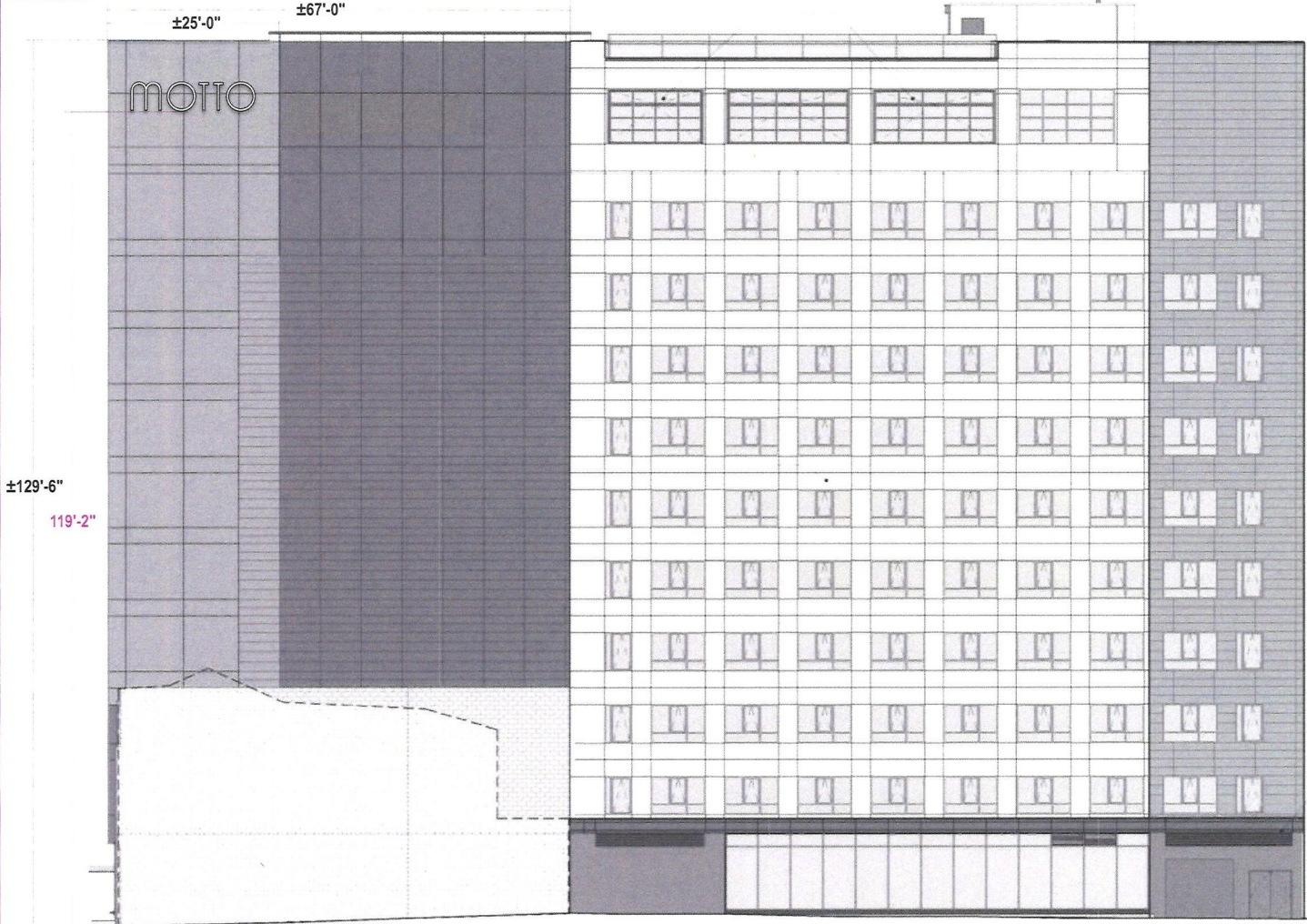
PROJECT MANAGER: DAVE HOLBROOK | TIM FENSKE

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	156569	00/00/00 KW		Rev 7	160920	03/10/21 KAW	
Rev 1	157034	01/11/21 JR	Added plaque				
Rev 2	157655	01/21/21 KAW					
Rev 3	157787	01/25/21 JR					
Rev 4	158829	02/09/21 JR	Revised plaque to be green copy white bgkd				
Rev 5	159091	02/15/21 JR					
Rev 6	160161	03/02/21 KAW	Revised entry plaque				

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**RIGHT UPPER ELEVATION**

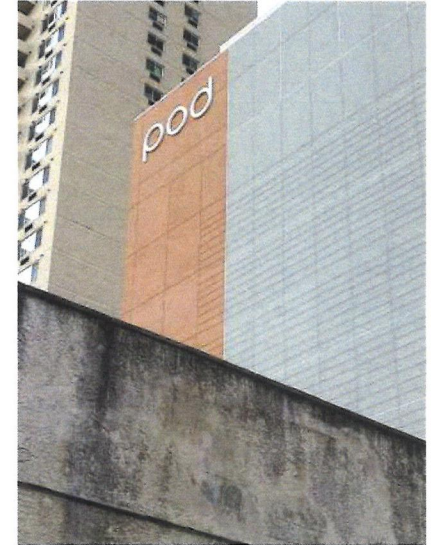
Scale: 1/16"=1'-0"



ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

**SITE SURVEY**  
 REQUIRED PRIOR TO FINAL PRODUCTIONS TO CONFIRM ALL SIZES & DETAILS

**EXISTING CONDITIONS**



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 SITE NUMBER: 000000  
 PROJECT MANAGER: DAVE HOLBROOK | TIM FENSKE  
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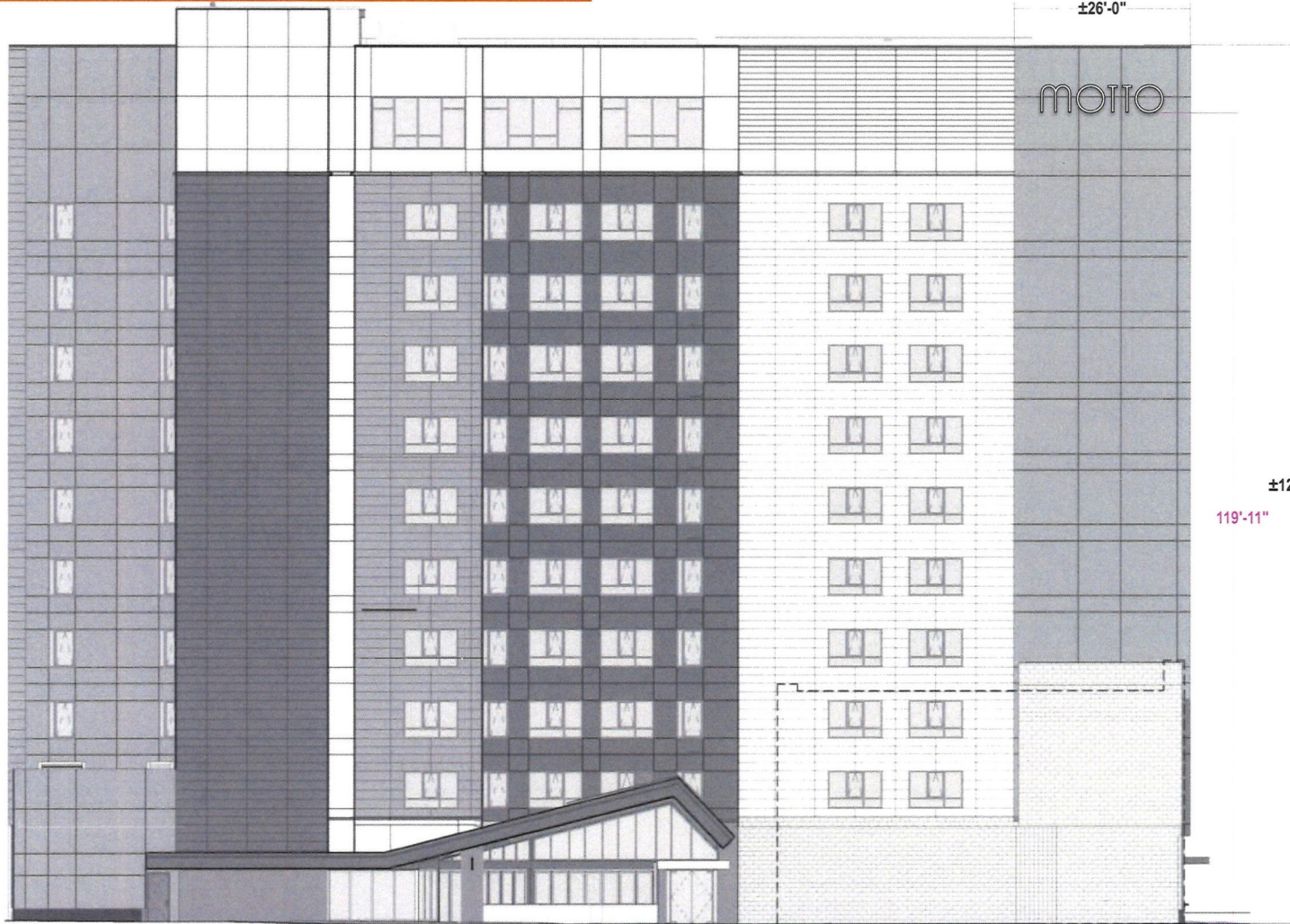
Rev #	Req #	Date/Artist	Description
Original	136569	00/00/00 KW	
Rev 1	157034	01/11/21 JR	Note
Rev 2	157655	01/21/21 KAW	
Rev 3	157787	01/25/21 JR	Revised photo
Rev 4	158829	02/09/21 JR	
Rev 5	159091	02/15/21 JR	
Rev 6	160161	03/02/21 KAW	

Rev #	Req #	Date/Artist	Description
Rev 7	160920	03/10/21 KAW	

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LEFT UPPER ELEVATION

Scale: 1/16"=1'-0"



ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

**SITE SURVEY**  
 REQUIRED FROM  
 DESIGN PROFESSIONAL TO  
 CONFIRM ALL DATA & DETAILS

EXISTING CONDITIONS



±129'-6"

119'-11"

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PROJECT NUMBER:  
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PROJECT MANAGER:  
 DAVE HOLBROOK | TIM FENSKE

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Original	156569	00/00/00 KW		Rev 7	160920	03/10/21 KAW	
Rev 1	157034	01/11/21 JR					
Rev 2	157655	01/21/21 KAW					
Rev 3	157787	01/25/21 JR					
Rev 4	158829	02/09/21 JR					
Rev 5	159091	02/15/21 JR					
Rev 6	160161	03/02/21 KAW					

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**WHITE DAY CHANNEL LETTERS**  
ILLUMINATE WHITE AT NIGHT

Scale: 3/8"=1'-0"  
72.2 square feet



**DARK COLORED BUILDING (WHITE DAY / WHITE NIGHT)**

5" (127mm) DEEP CHANNEL LETTERS WITH REMOTE POWER SUPPLIES.

.063" (2mm) THK. ALUM. RETURNS WITH .063" (2mm) THK. ALUM. CAD CUT BACKS. RETURNS PAINTED AKZO NOBEL SIGN81243 BLACK - SATIN FINISH

.177" (5mm) THK. CYRO SG WRT 30 WHITE FACES

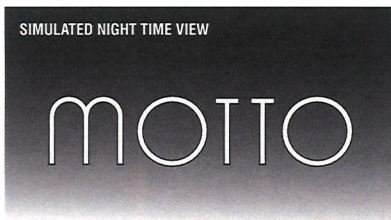
1" (25mm) BLACK FABRICATED ALUM. RETAINERS TO BE USED PER MANUFACTURER'S RECOMMENDATIONS.

WHITE L.E.D. ILLUMINATION (G.E. OR SLOAN).  
INSTALL L.E.D. PER MANUFACTURER'S RECOMMENDATIONS.

THRU BOLTED FLUSH TO WALL SURFACE USING MIN 3/8" (10mm) ALL THREAD FASTENERS WITH WOOD BLOCKING OR APPROVED ALTERNATE TO SUIT WALL

**QUANTITY:** (2) TWO lettersets required

**ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGNS SHALL NEVER OPERATE ON A 24/7 BASIS**



**COLOR PALETTE**

**RETURNS:**  
Akzo Nobel SIGN81251 Black - satin finish

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ORDER NUMBER:  
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PROJECT NUMBER:  
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PROJECT MANAGER:  
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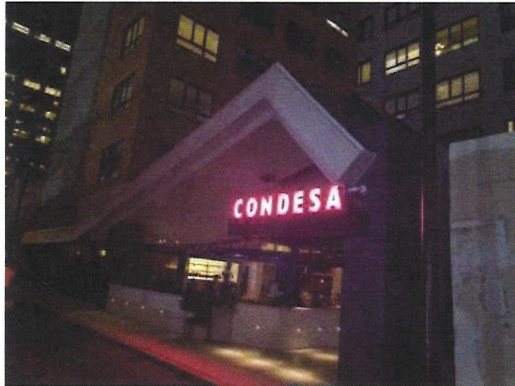
Rev #	Req #	Date/Artist	Description
Original	156569	00/00/00 KW	
Rev 1	157034	01/11/21 JR	
Rev 2	157655	01/21/21 KAW	
Rev 3	157787	01/25/21 JR	
Rev 4	158829	02/09/21 JR	
Rev 5	159091	02/15/21 JR	Revised to 4ft letterset
Rev 6	160161	03/02/21 KAW	

Rev #	Req #	Date/Artist	Description
Rev 7	160920	03/10/21 KAW	Revised specs due to size and height on building

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LEFT ELEVATION

EXISTING CONDESA SIGN TO REMAIN AS IS



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ORDER NUMBER:  
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Motto\_Philadelphia

PROJECT NUMBER:  
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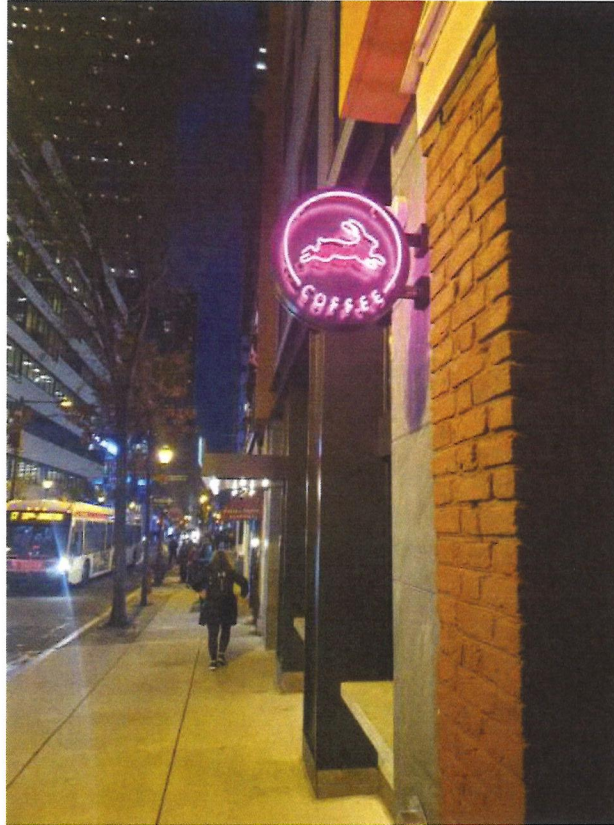
PROJECT MANAGER:  
DAVE HOLBROOK | TIM FENSKE

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	156569	00/00/00 KW		Rev 7	160920	03/10/21 KAW	
Rev 1	157034	01/11/21 JR					
Rev 2	157655	01/21/21 KAW					
Rev 3	157787	01/25/21 JR					
Rev 4	158829	02/09/21 JR					
Rev 5	159091	02/15/21 JR					
Rev 6	160161	03/02/21 KAW					

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FRONT ELEVATION

EXISTING D/F BLADE SIGN TO REMAIN AS IS



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PAGE NO.: **9**

ORDER NUMBER:  
616799

SITE NUMBER:  
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ELECTRONIC FILE NAME:  
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PROJECT NUMBER:  
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PROJECT MANAGER:  
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Rev #	Req #	Date/Artist	Description
Original	156569	00/00/00 KW	
Rev 1	157034	01/11/21 JR	
Rev 2	157655	01/21/21 KAW	
Rev 3	157787	01/25/21 JR	
Rev 4	158829	02/09/21 JR	
Rev 5	159091	02/15/21 JR	Added photos
Rev 6	160161	03/02/21 KAW	

Rev #	Req #	Date/Artist	Description
Rev 7	160920	03/10/21 KAW	

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