

# Madewell

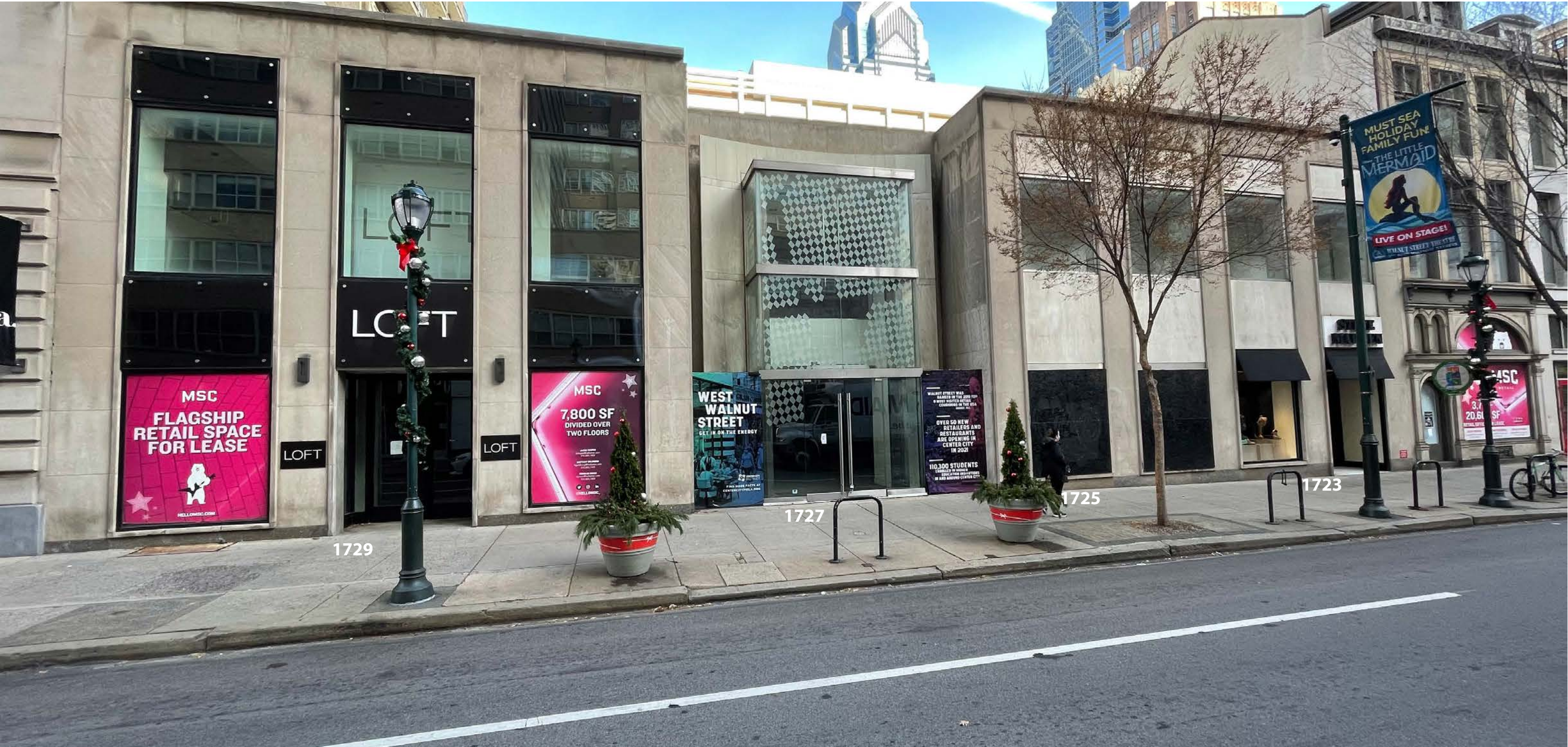
1729 Walnut St. Philadelphia PA 19103, Store #230

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## FACADE RENOVATIONS AND SIGNAGE

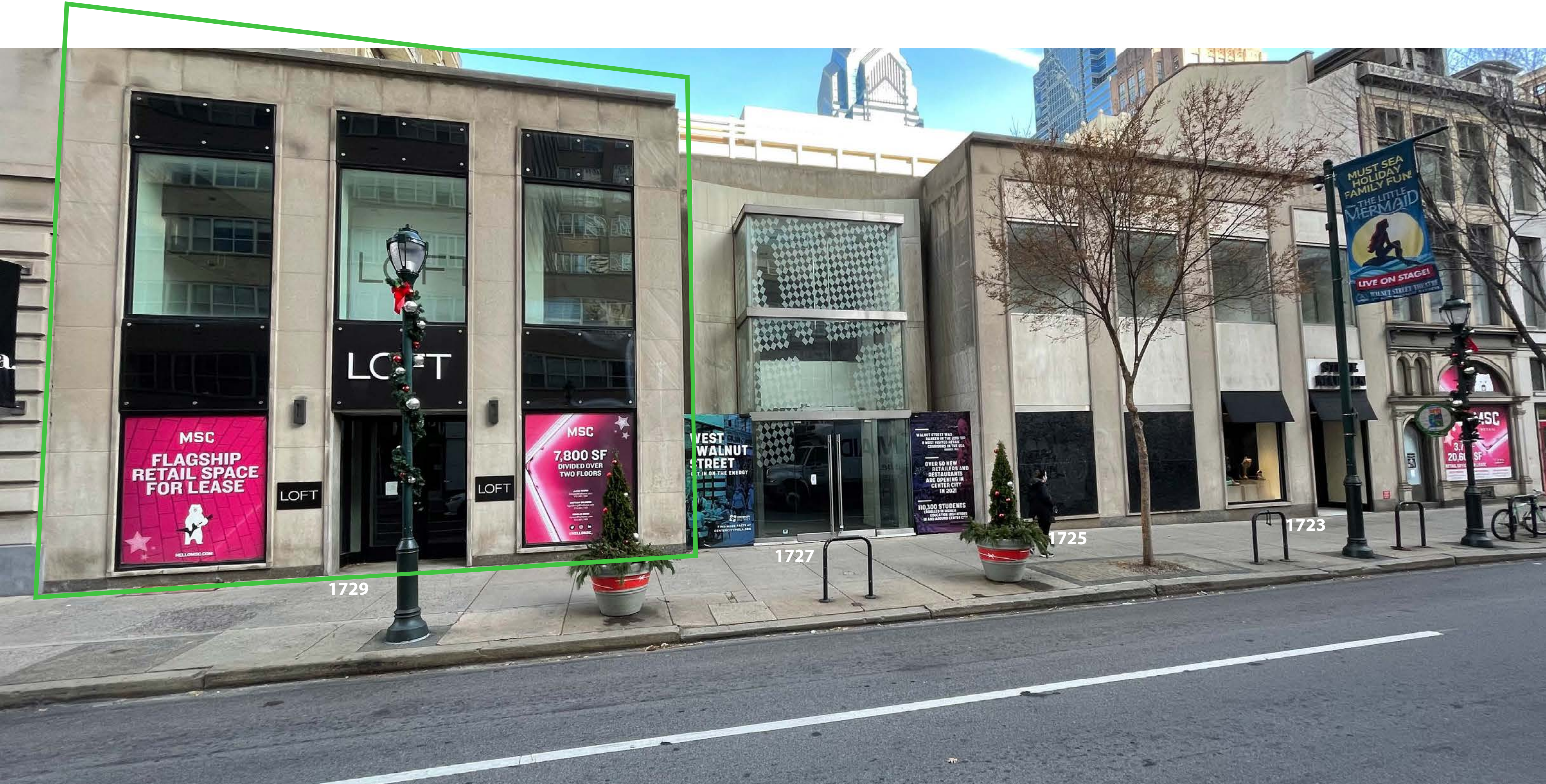
PCPC/ ART COMMISSION SIGNAGE REVISED SUBMITTAL





Existing - 1729, 1727, 1725, and 1723 Walnut Street





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1980 - Nan Duskin



2011 - H&M





Existing: Facade to the west at the corner of 18th & Walnut Street



Existing: Facades to the East on Walnut Street (1715 - 1721)



## NEIGHBORING FACADES TO THE WEST & EAST



## NEIGHBORING FACADES ACROSS THE STREET





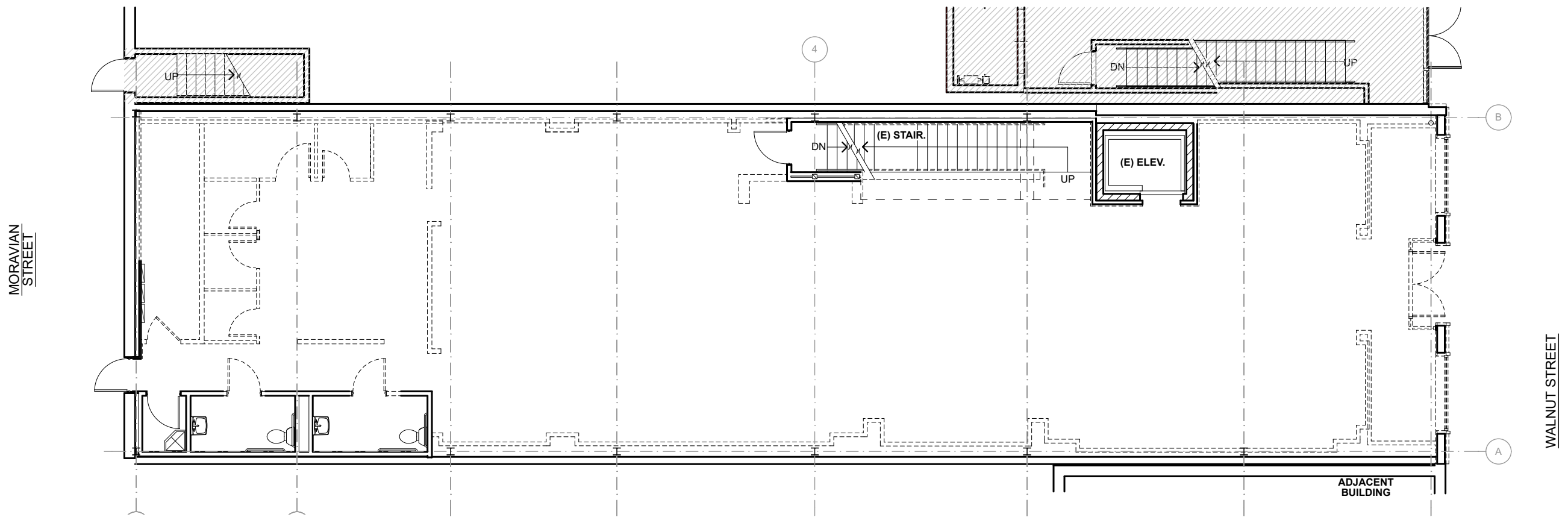
Existing: Looking to the East on Walnut Street



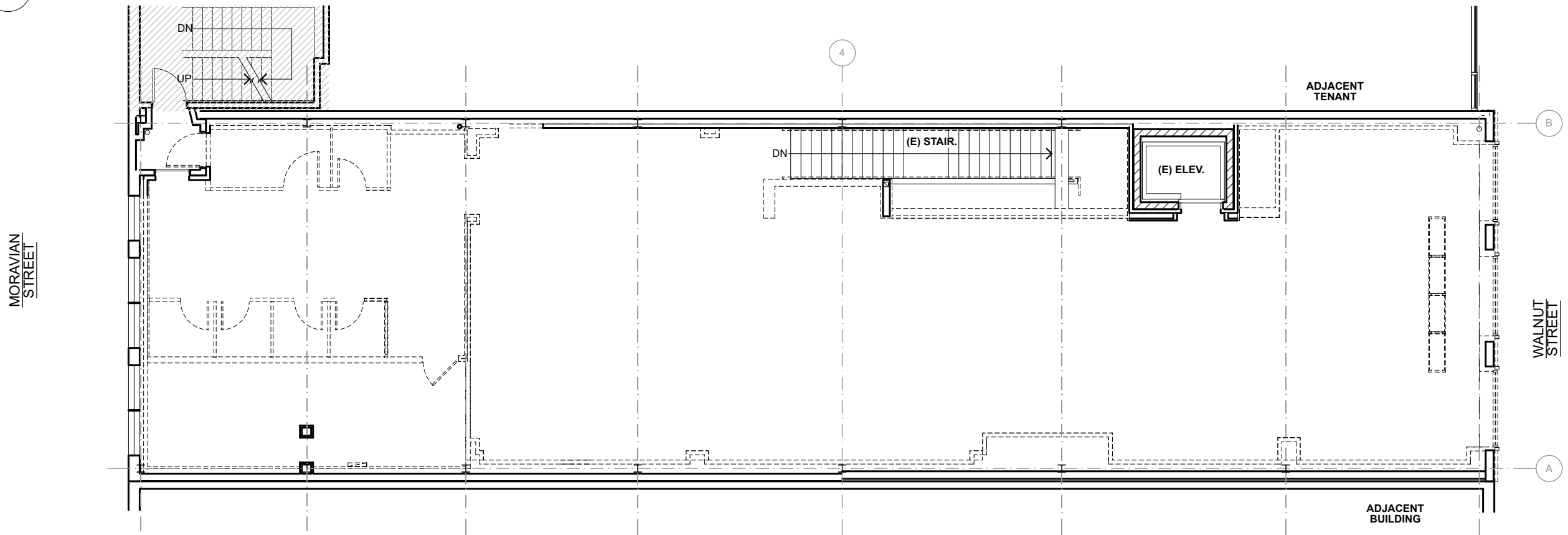
Existing: Looking to the West on Walnut Street (project site is on the right)

## VIEWS DOWN WALNUT STREET

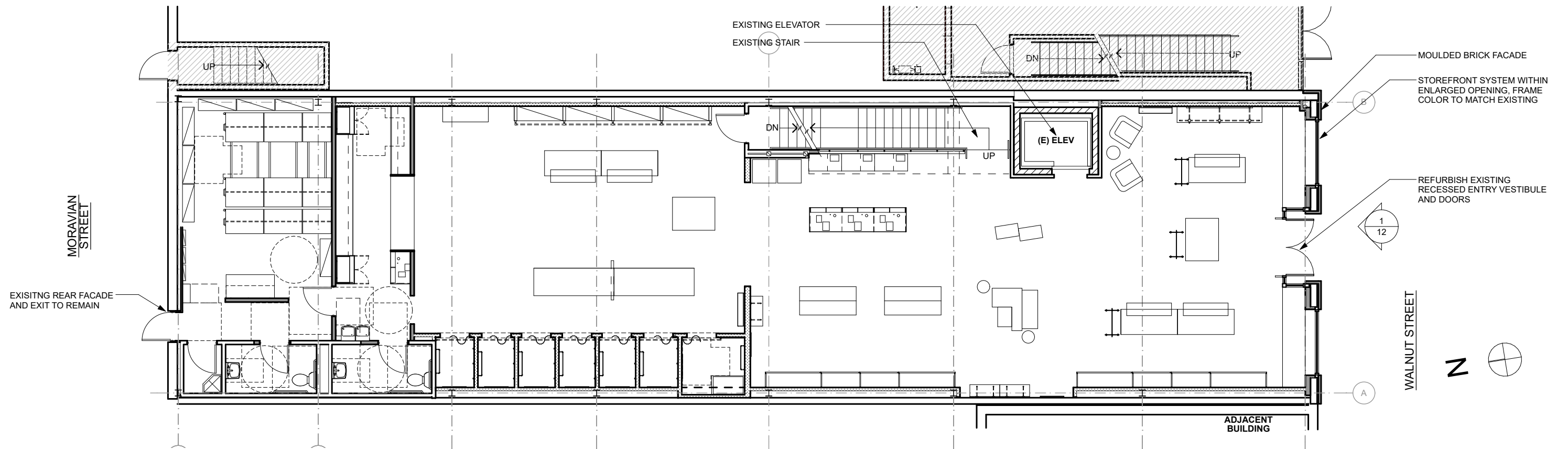




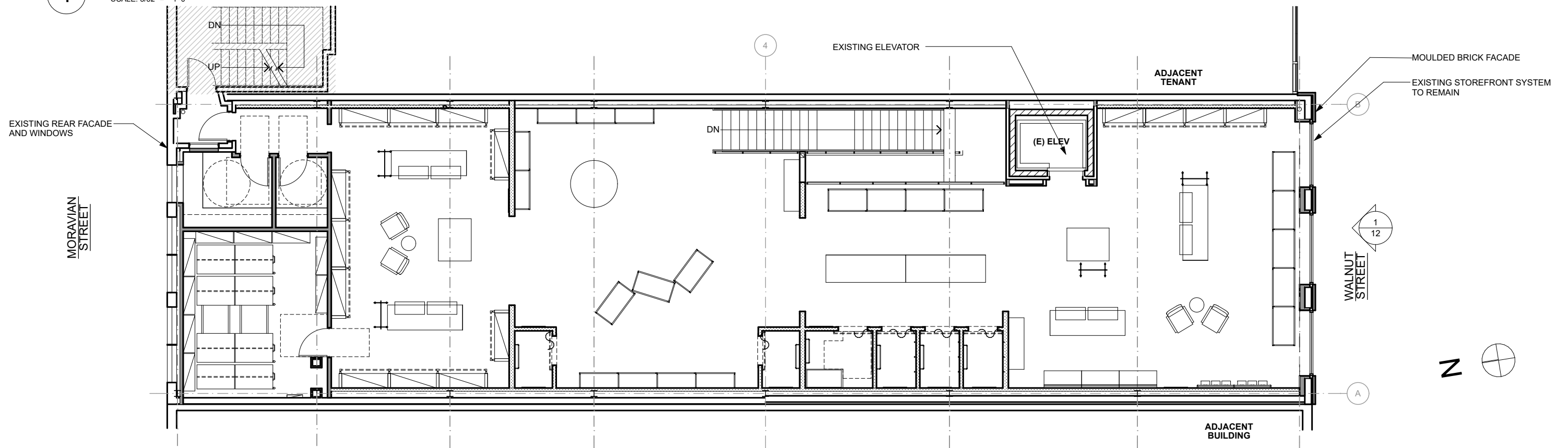
1 PROPOSED GROUND FLOOR PLAN  
SCALE: 3/32" = 1'-0"



2 PROPOSED SECOND FLOOR PLAN  
SCALE: 3/32" = 1'-0"



1 PROPOSED GROUND FLOOR PLAN  
SCALE: 3/32" = 1'-0"

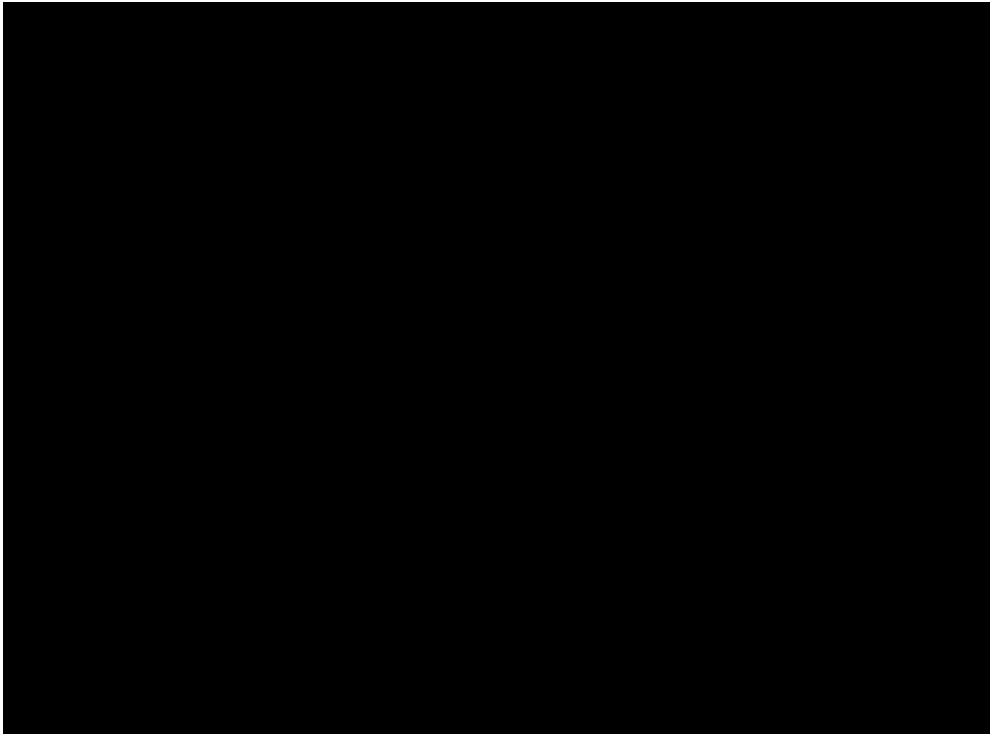


2 PROPOSED SECOND FLOOR PLAN  
SCALE: 3/32" = 1'-0"

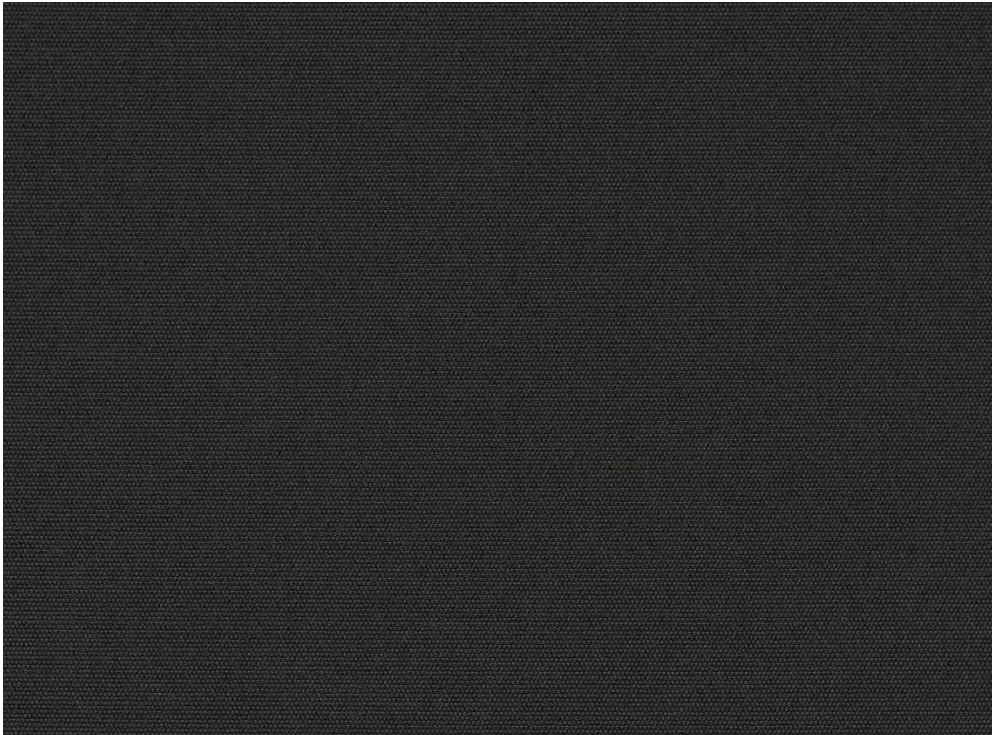




STOREFRONT TRANSOM GLAZING



STOREFRONT & SIGNAGE COLOR - MATTE BLACK



AWNING FABRIC COLOR



WHITE PAINTED MOLDED BRICK



STEEL LINTEL COLOR - MATTE WHITE





1



2



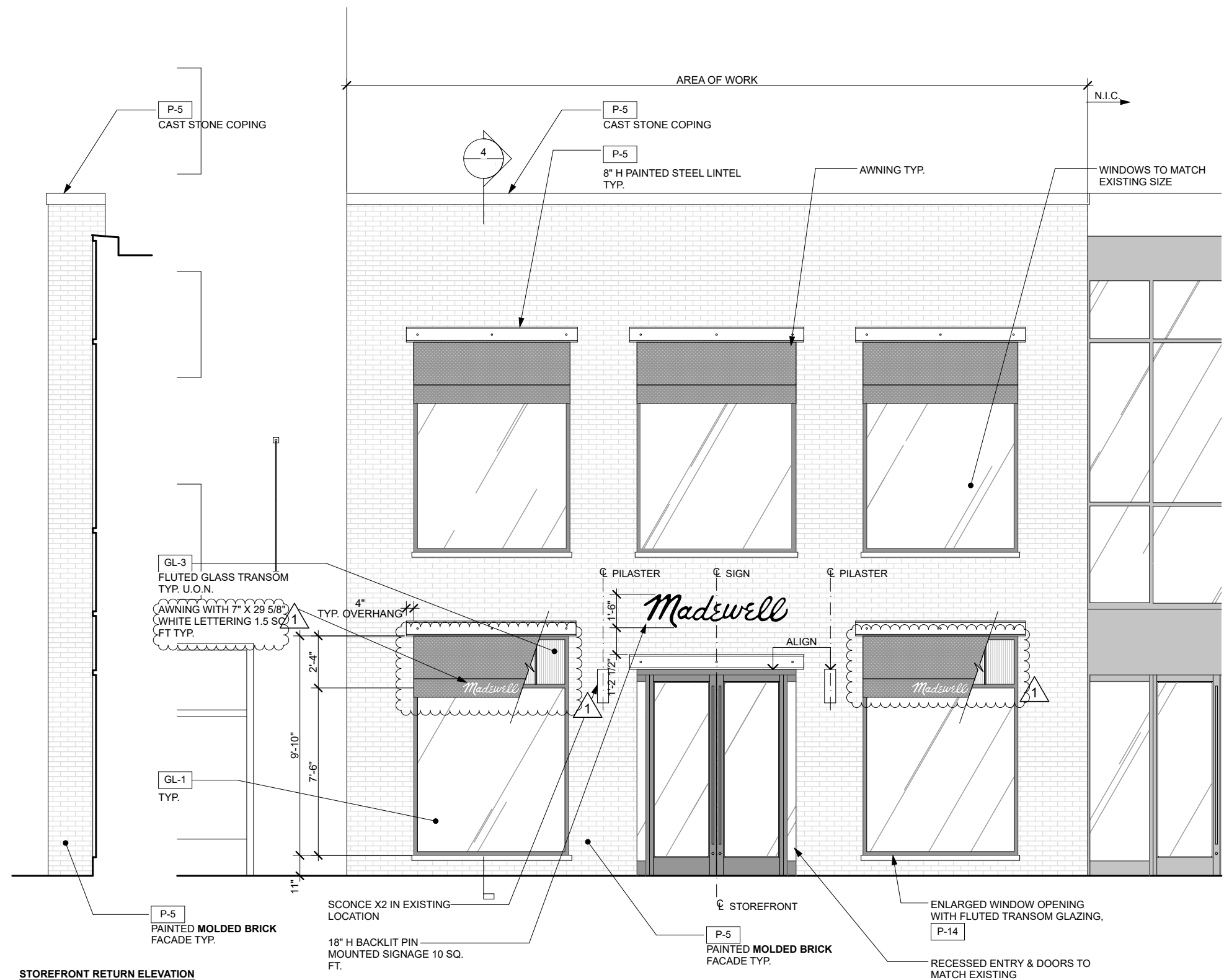
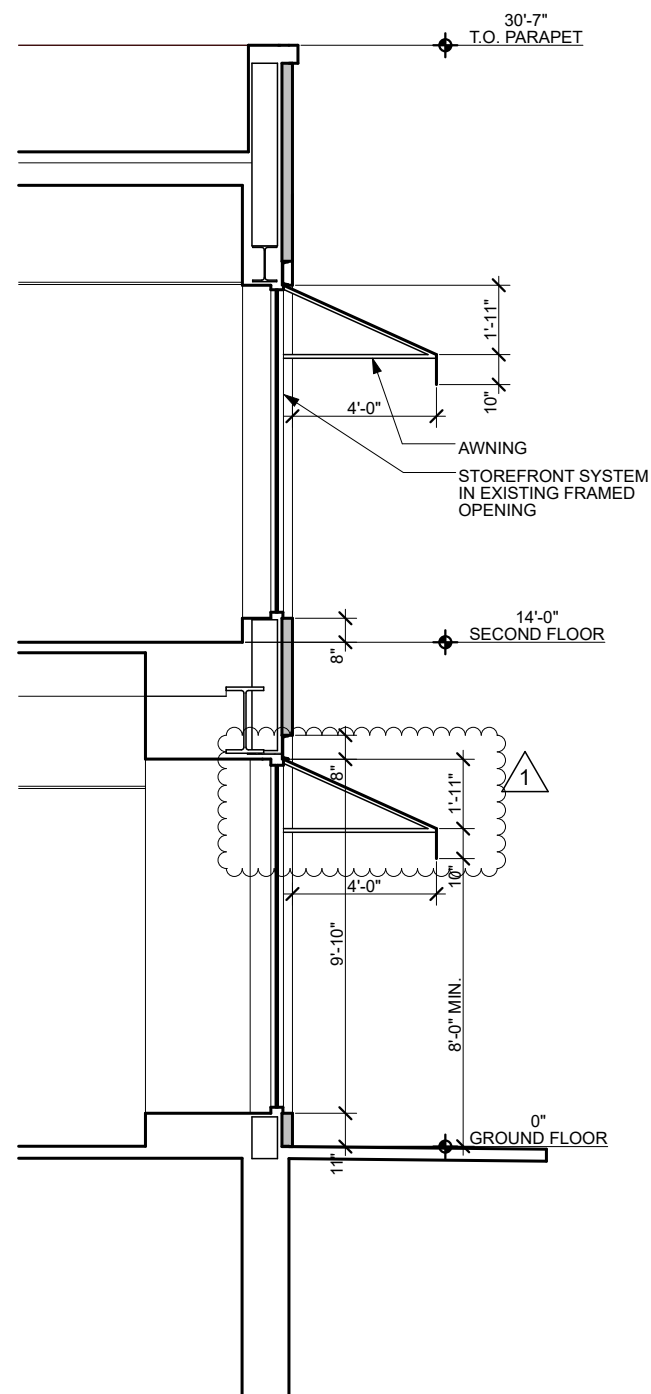
3





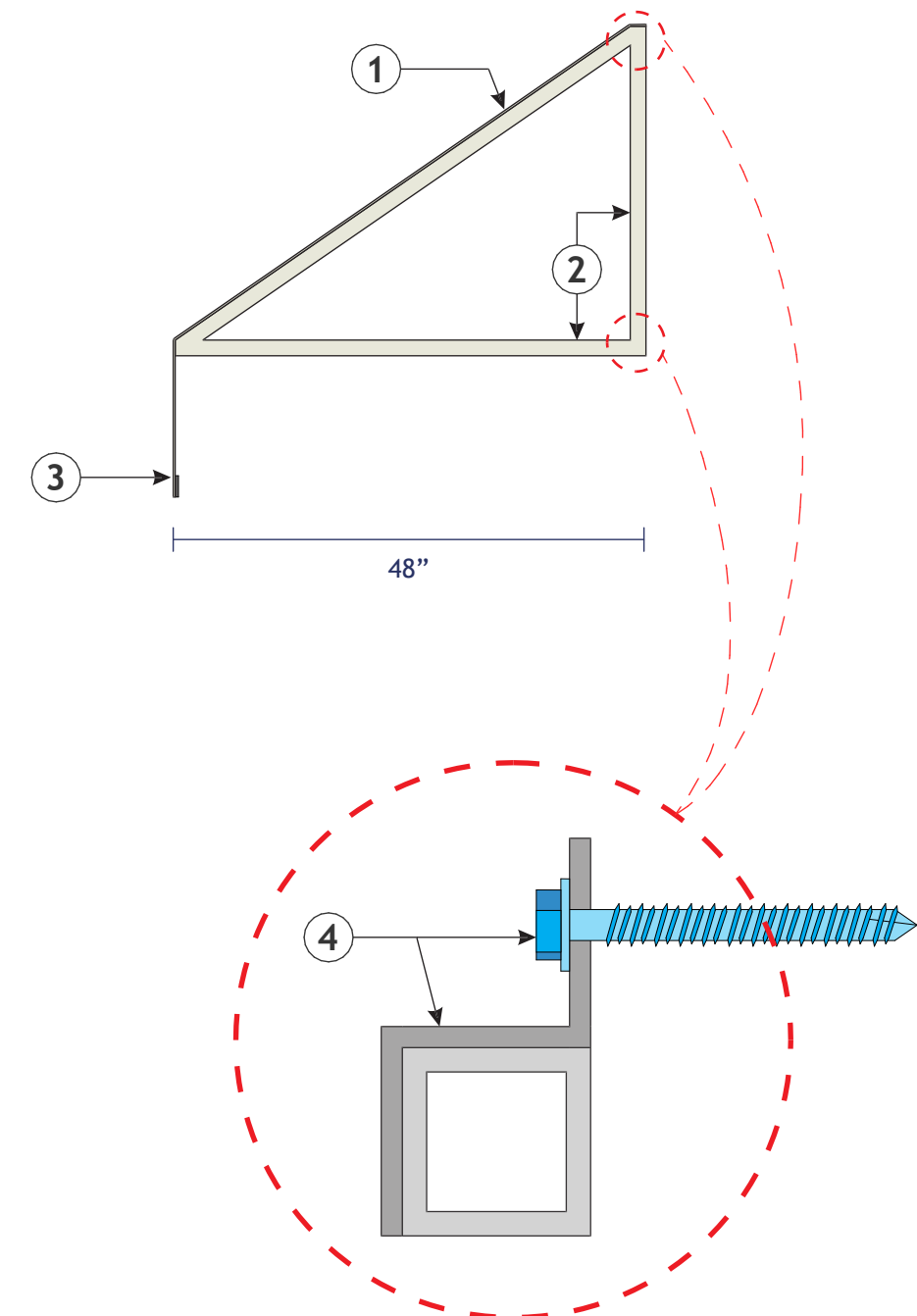
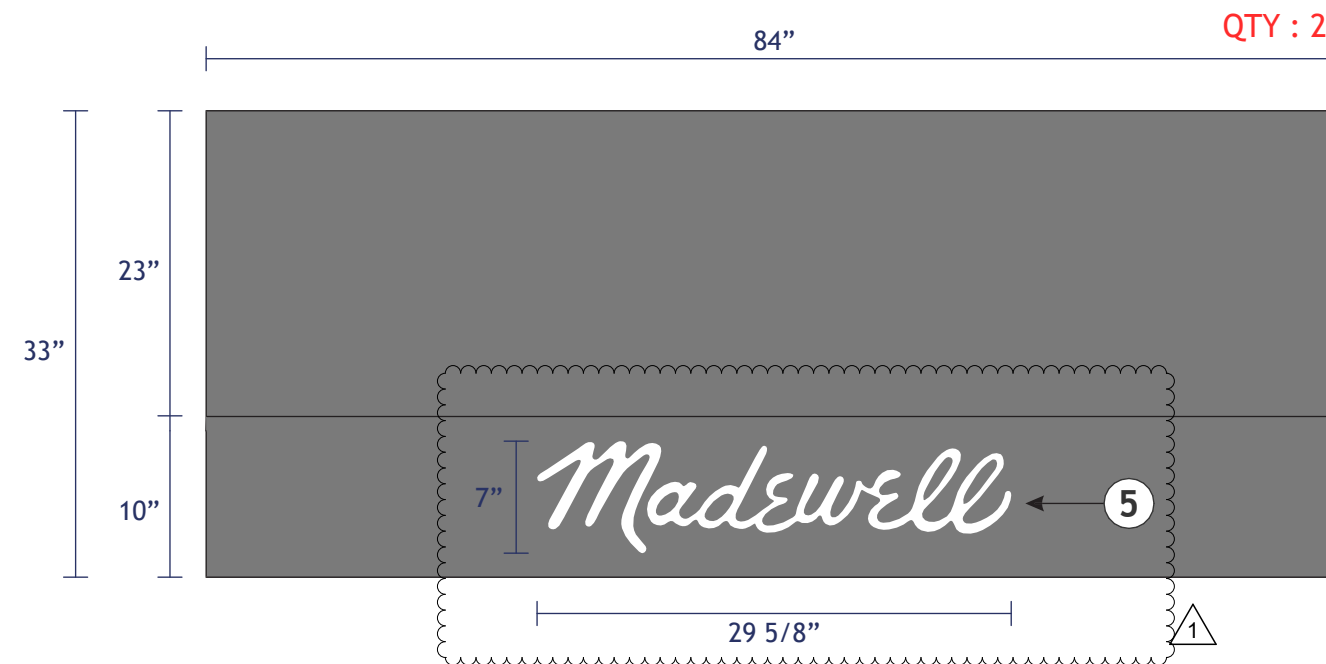
1 PROPOSED FACADE RENDERING







**\*\*FIELD VERIFY ALL MEASUREMENTS\*\***

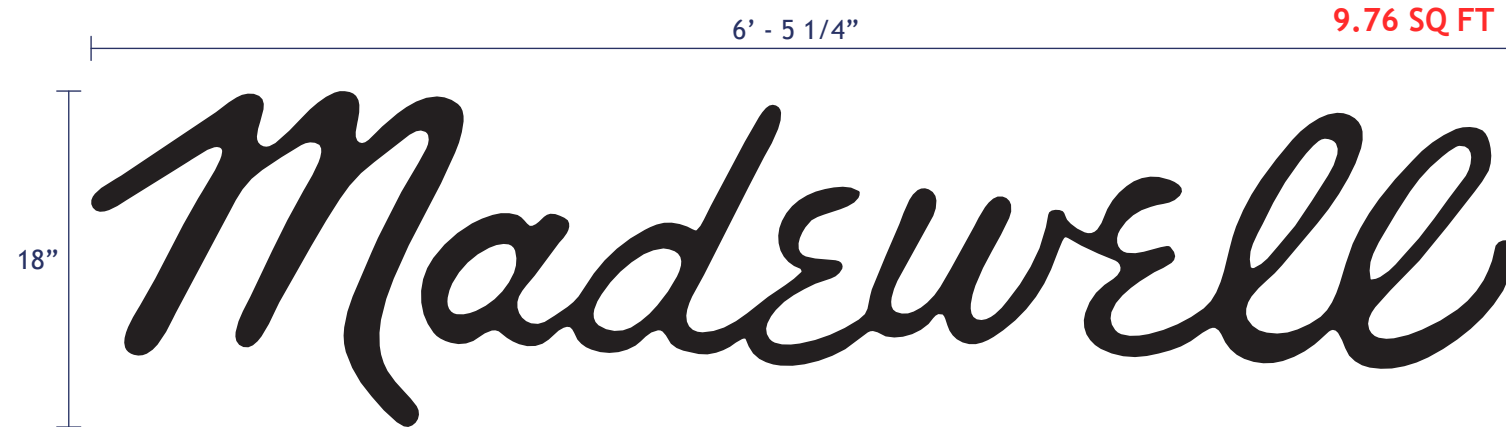


**SIGN - DETAILS**

- ① SUNBRELLA FIRESIST 'BLACK' #82023 CANVAS AWNING MATERIAL
- ② ALUMINUM CONSTRUCTION AWNING FRAME, ALL CONNECTIONS WELDED. FRAME COLOR TO MATCH FABRIC
- ③ LOOSE VALENCE WITH WEIGHT SEWN IN BOTTOM
- ④ Z-CLIPS AROUND FRAME FOR ATTACHMENT TO SURFACE WITH REQUIRED FASTENERS
- ⑤ HEAT TRANSFERRED BLACK VINYL LOGO APPLIED CENTERED IN VALENCE



**A** BACK LIT CHANNEL LETTERS - ELEVATION  
Scale: 1 1/2" = 1' - 0"



**DETAILS**

- 1 3" DEEP, FABRICATED METAL LETTER RETURNS PAINTED MATTHEWS MATTE BLACK ON EXTERIOR SURFACES, INTERIOR SURFACES PAINTED HIGH GLOSS WHITE
- 2 LETTER RETURNS & FACES ARE CAULKED AROUND PERIMETER
- 3 3/16" THICK, SIGN FLEX (LIGHT DIFFUSING ACRYLIC) LETTERS BACKS
- 4 BITRO OPTICS PRO PLUS 3000K WHITE LED UNITS TO ILLUMINATE LETTERS
- 5 METAL LETTER FACES PAINTED MATTHEWS MATTE BLACK
- 6 3/8" RIGID CONDUIT FOR LOW VOLTAGE PASS-THRU TO BITRO ASU-60-12U LED DRIVER (120-277 VOLT) CONTAINED IN PAIGE 980054C SNAP 2 ENCLOSURE
- 7 1" PLASTIC SPACERS VINYL WRAPPED TO MATCH FASCIA ARE RIV NUTTED INTO ACRYLIC LETTER BACKS, ALL THREAD 10-24 ROD WILL SCREW INTO 10-24 RIV NUTS, 10-24 WIZ NUTS BEHIND WALL WITH FENDER WASHERS TO LOCK ALL THREAD ROD INTO PLACE
- 8 CLIPS ARE POP RIVETED TO LETTER BACKS AND LETTER CANS ARE SECURED TO BACKS WITH PAN HEAD SCREWS THRU THE RETURNS INTO THE CLIPS

**BACK LIT CHANNEL LETTERS - SECTION**  
Scale: N.T.S.

