

LalireMarchArchitects

Lalire March Architects LLP
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March 16, 2023

Re: Alo Store
1608 Walnut Street
Philadelphia, PA 19103
Signage submission

To Whom It May Concern,

Please see attached drawings for new proposed signage for a retail store renovation at the address noted above.

The proposal is for two new wall mounted signs. They are constructed of dark oiled rubbed bronze plates and are not illuminated. They are spaced 1/8" from the existing limestone surface and mounted with two concealed anchors per letter. They are each 16" tall by 24" long (2.6 sq ft). Please see drawings for signage area calculations and further details.

If there are any questions or comments on the submission, please contact:

Daniel McFarland
Email: dmcfarland@laliremarch.com
Phone: 212-807-1011 x308

Sincerely,

Daniel McFarland
Lalire March Architects



LOCATION PLAN

Proposed signage includes two wall mounted logos

SIGNAGE CALCULATION

1608 WALNUT ST - Zoning Base District (Code: CMX-5)

PROPOSED SIGNAGE IS "ACCESSORY SIGNAGE"

MAX AREA 2 SQ FT/LINEAR FRONTAGE - 100 SQFT / SIGN

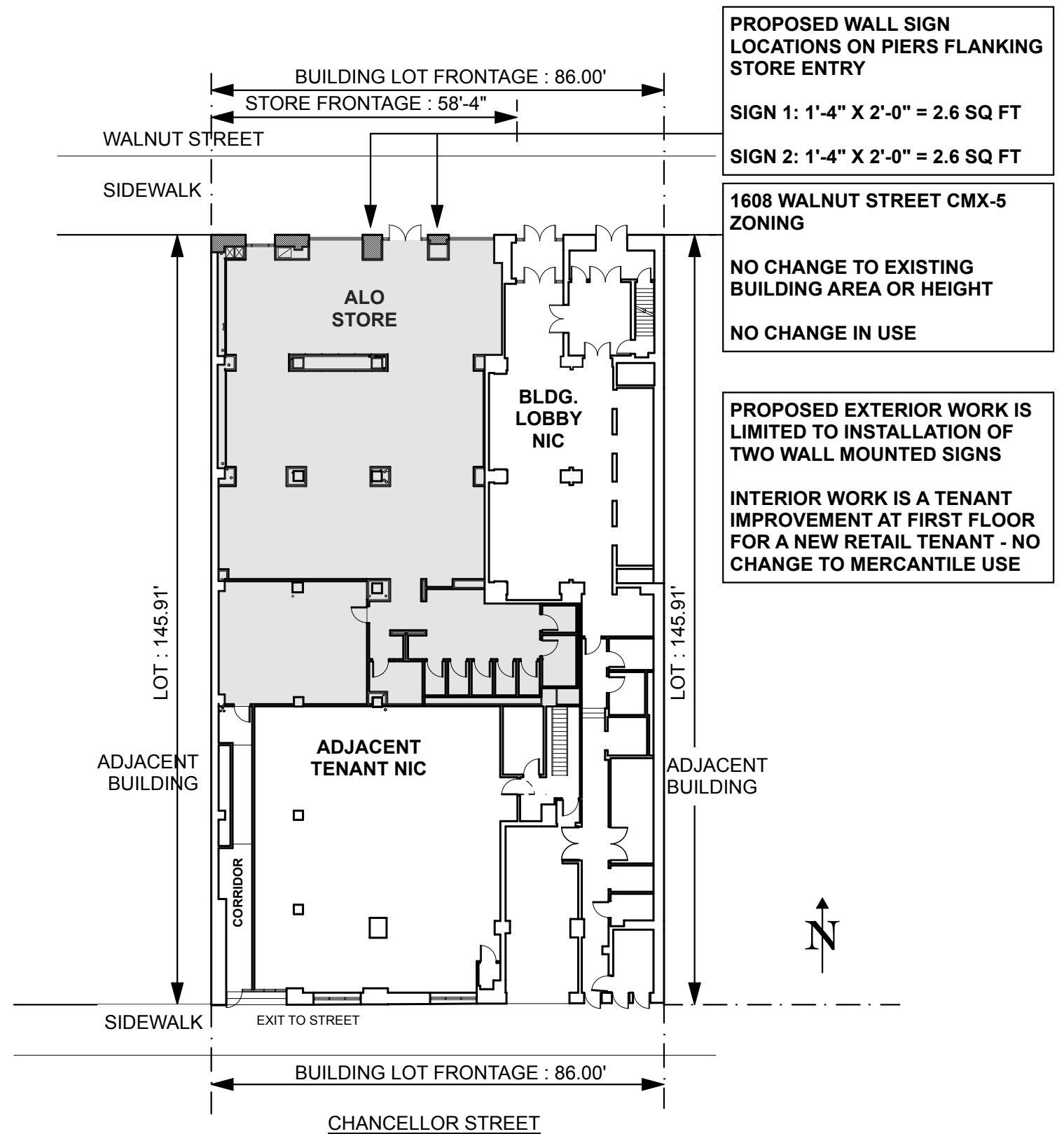
FRONTAGE = 58' - 4"

$58.3' / 2' = 29.15$ SQ FT ALLOWABLE AREA OF WALL SIGNAGE

PROPOSED AREA = (2) SIGNS AT 2.6 SQ FT - TOTAL AREA = 5.2 SQFT

5.2 SQ FT < 29.15 SQ FT - COMPLIES

SIGN IS NOT ILLUMINATED



SITE PLAN

PROPOSED WALL SIGN LOCATIONS ON PIERS FLANKING STORE ENTRY
SIGN 1: 1'-4" X 2'-0" = 2.6 SQ FT
SIGN 2: 1'-4" X 2'-0" = 2.6 SQ FT

1608 WALNUT STREET CMX-5 ZONING
NO CHANGE TO EXISTING BUILDING AREA OR HEIGHT
NO CHANGE IN USE

PROPOSED EXTERIOR WORK IS LIMITED TO INSTALLATION OF TWO WALL MOUNTED SIGNS
INTERIOR WORK IS A TENANT IMPROVEMENT AT FIRST FLOOR FOR A NEW RETAIL TENANT - NO CHANGE TO MERCANTILE USE



BUILDING TO LEFT



PROJECT BUILDING



BUILDING TO RIGHT



OTHER SIDE OF STEET



OTHER SIDE OF STEET



OTHER SIDE OF STEET

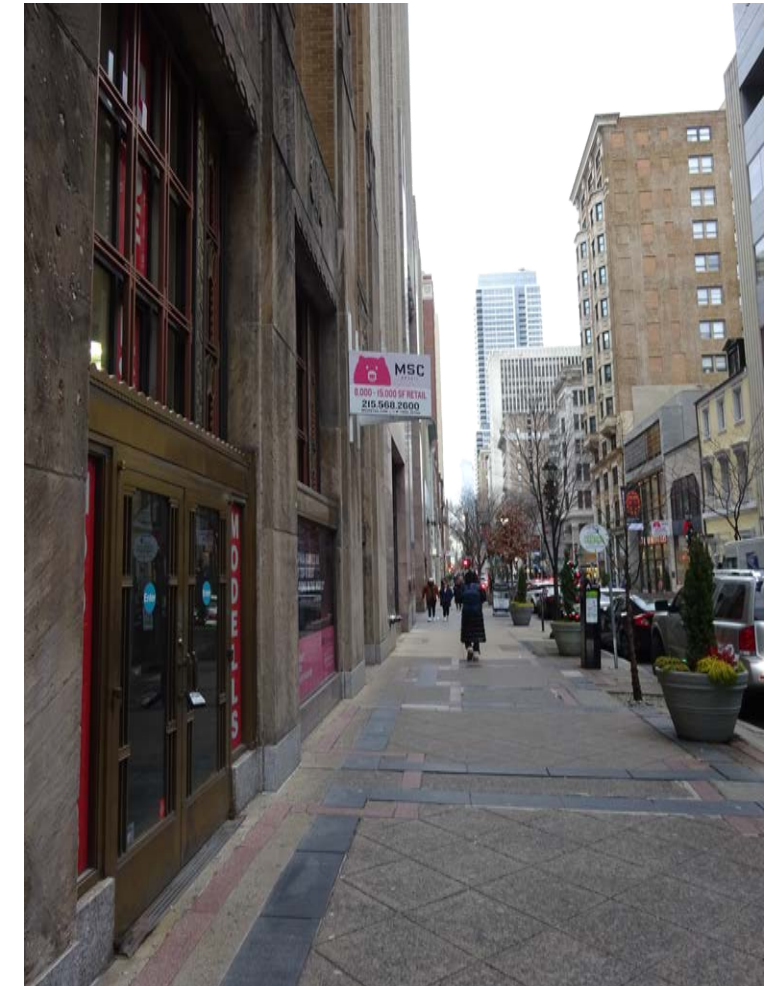
PROPOSED SIGN LOCATIONS



LOOKING EAST DOWN WALNUT STREET



STORY ENTRY BAY



LOOKING WEST UP WALNUT STREET

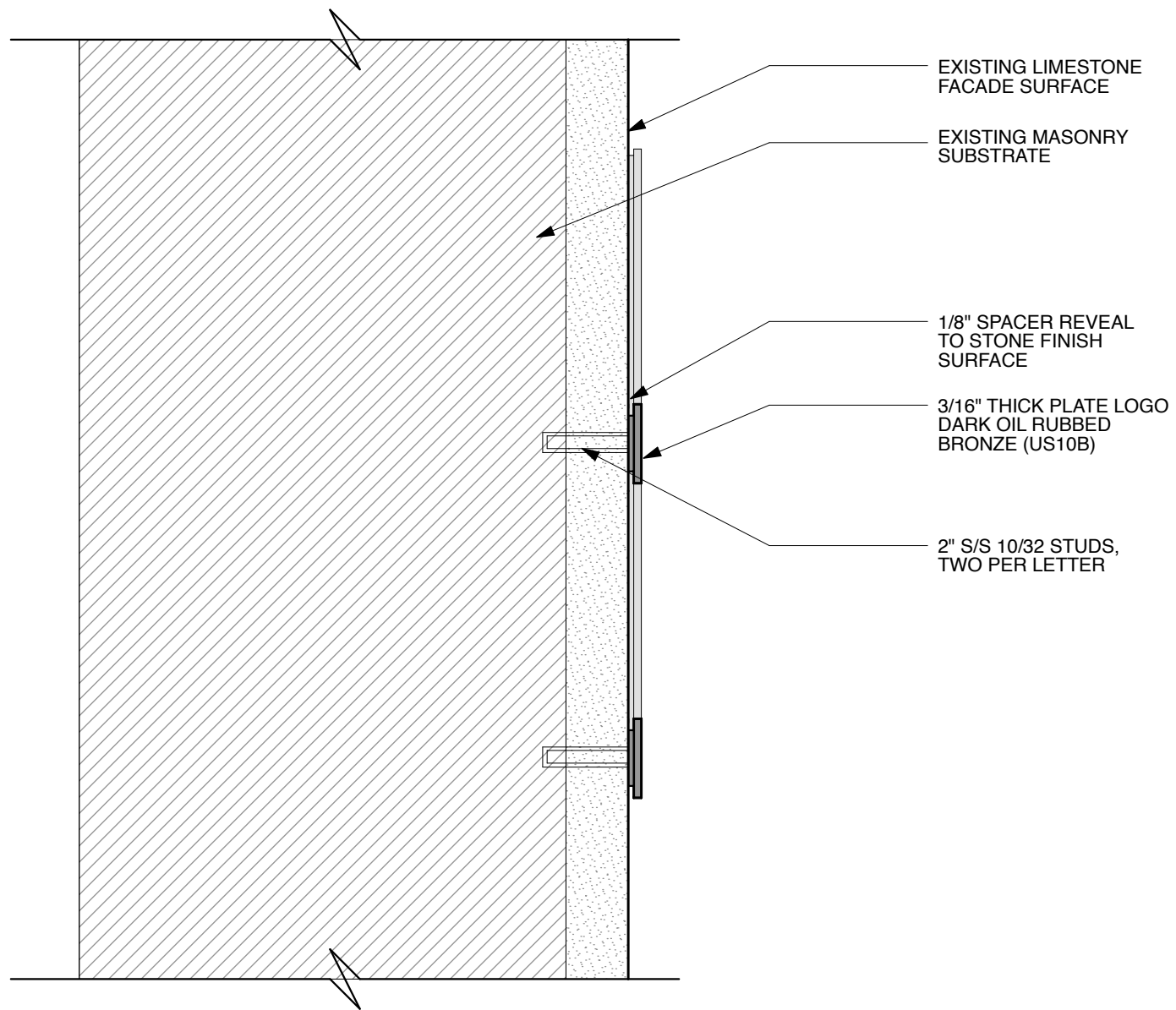




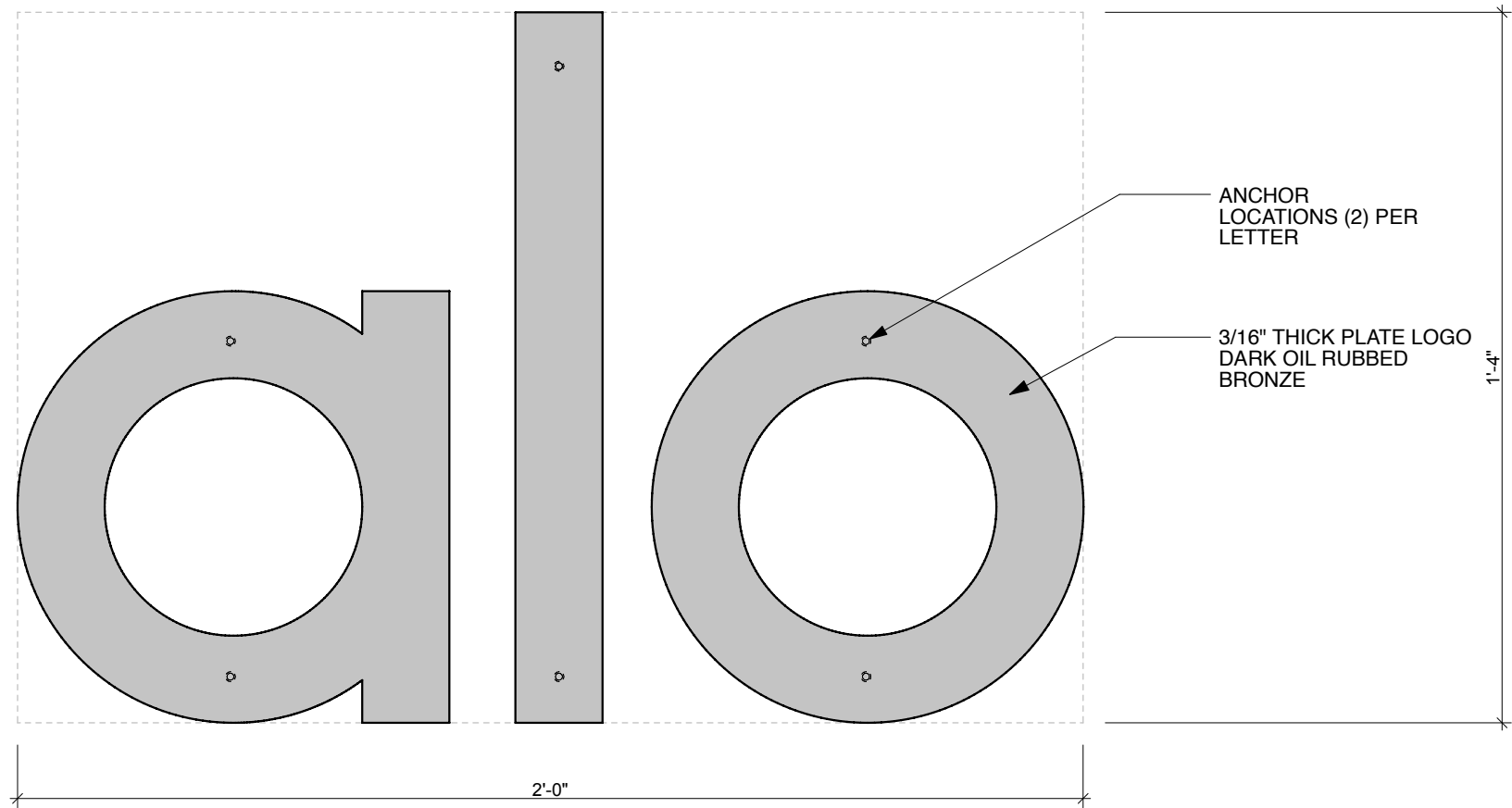
NOTE:

EXTERIOR WORK LIMITED TO INSTALLATION OF (2) SURFACE MOUNTED WALL SIGNS, NO OTHER EXTERIOR WORK PROPOSED

Facade Elevation



SIGN SECTION



SUBMIT SHOP DRAWINGS FOR REVIEW/APPROVAL

SIGN ELEVATION