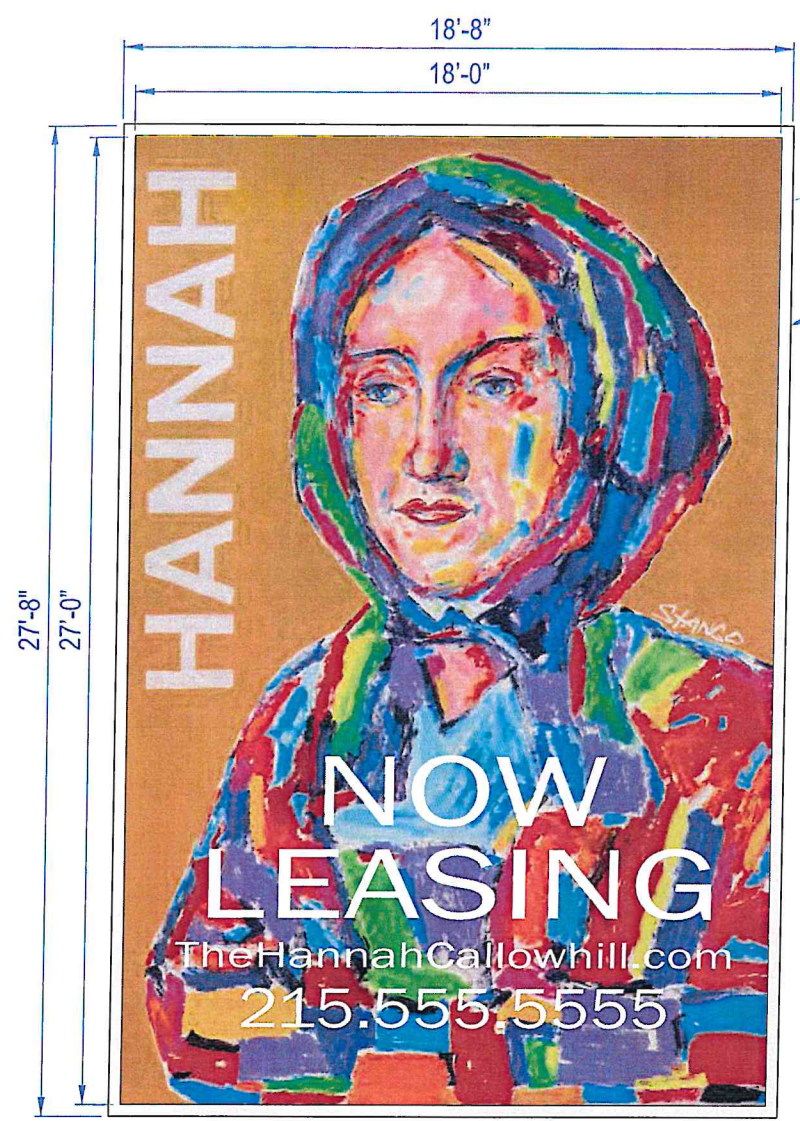


2.0 | Site Plan
 Scale: 1/32"=1'-0"

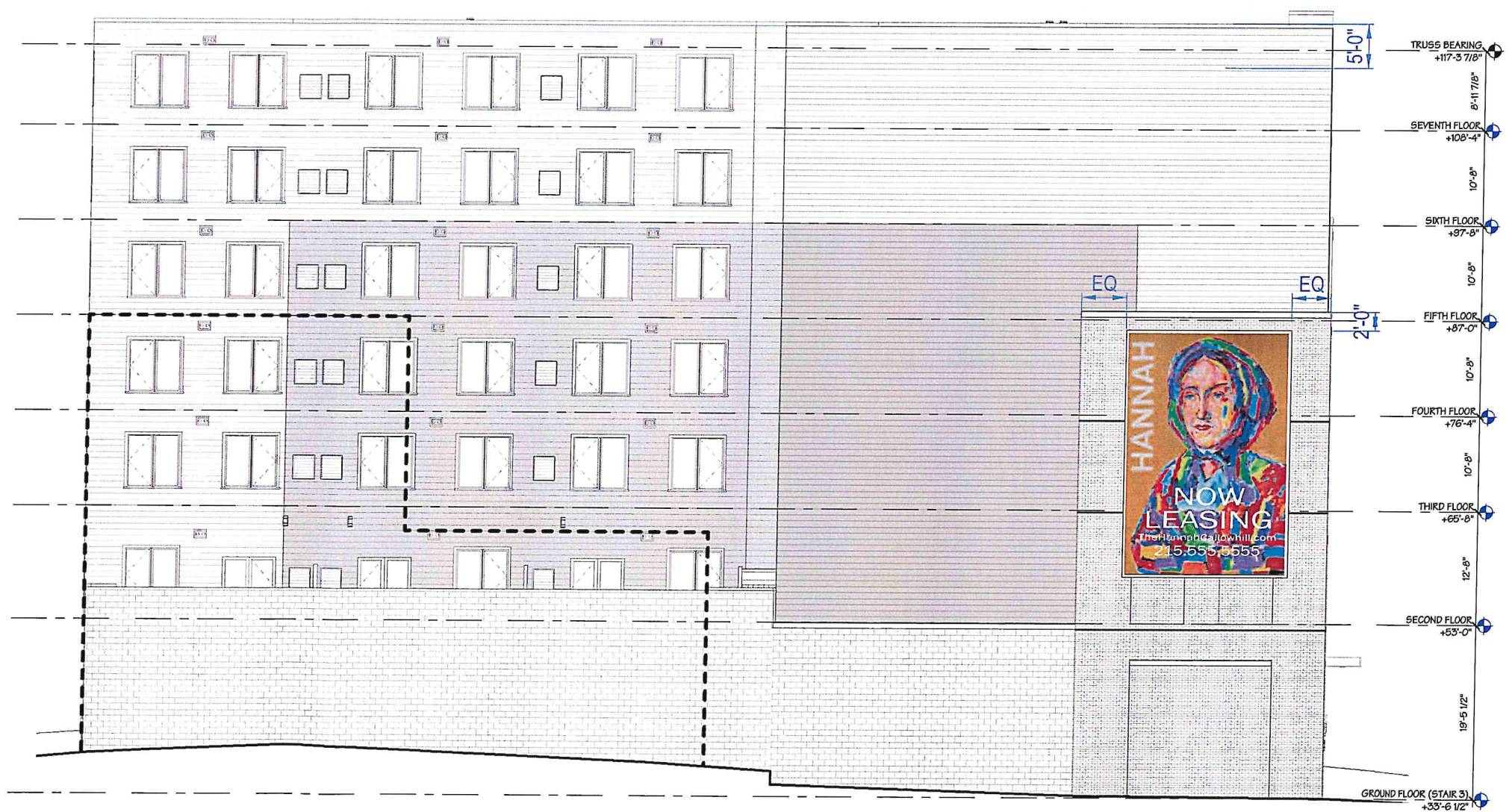


Full Color Digitally Printed Perforated Banner

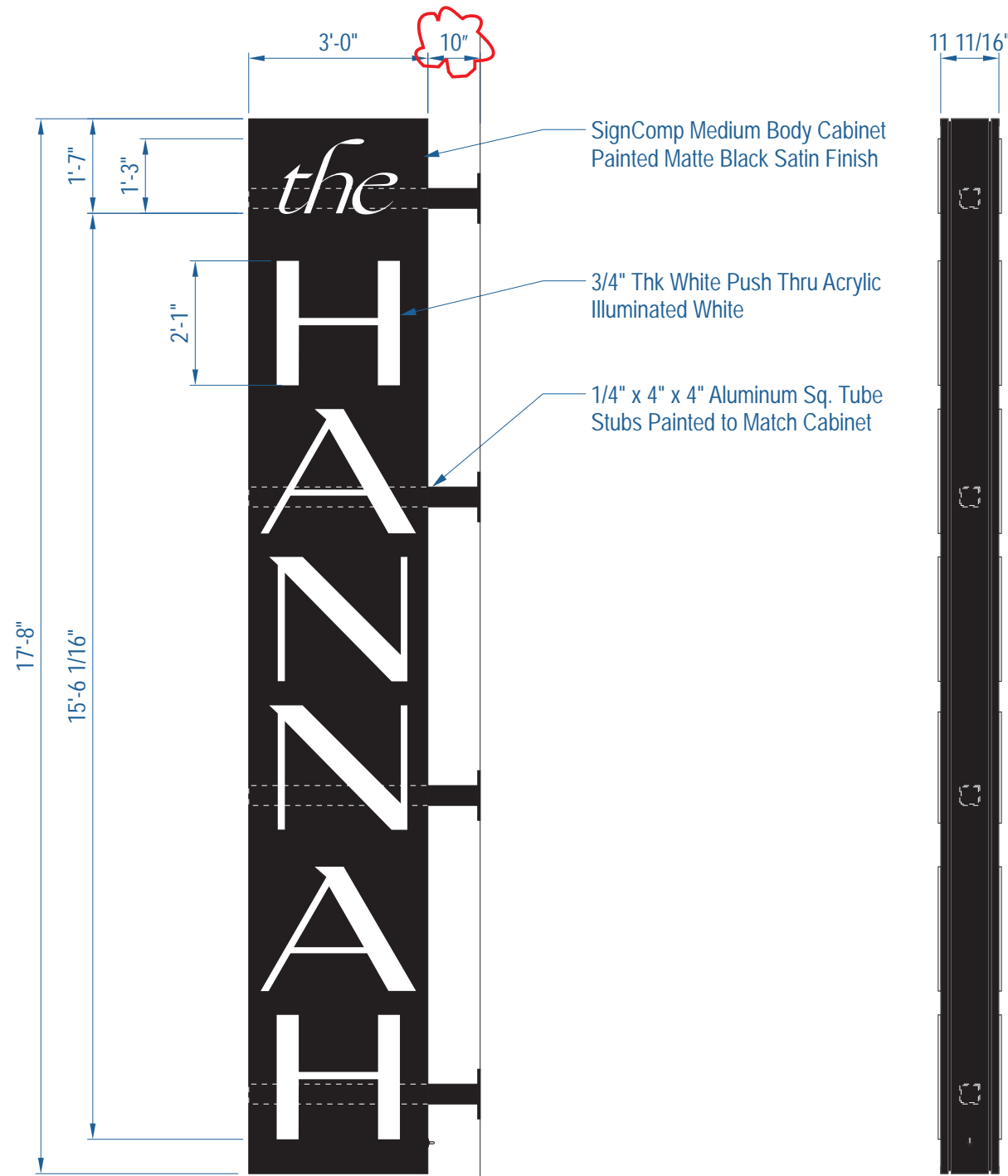
OVIO Frame Display System
Clear Anodized Aluminum Frame

2.0 | Front View - Temp Banner
Scale: 3/16"=1'-0"

QTY = 1



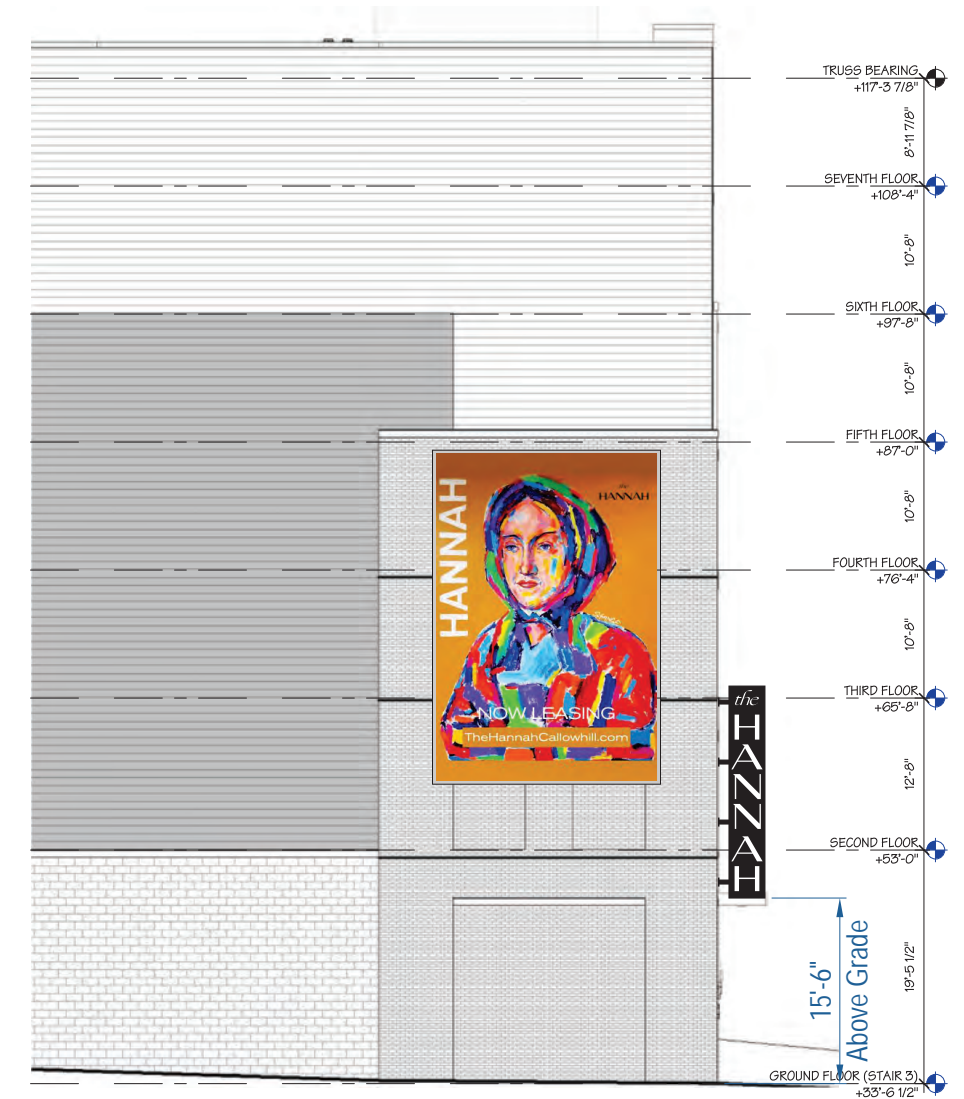
2.1 | East Elevation
Scale: 1/16"=1'-0"



4.0 | Front View - Projecting Sign Side A
Scale: 3/8"=1'-0" QTY = 1

4.1 | Side View - Projecting Sign
Scale: 3/8"=1'-0"

4.2 | Front View - Projecting Sign Side B
Scale: 3/8"=1'-0"



4.3 | Partial East Elevation
Scale: 1/16"=1'-0"

12/14/2023

To Whom It May Concern:

The purpose of this letter is to provide additional information regarding the proposed signage for “The Hannah” located at 1306-1334 Callowhill Street Philadelphia, PA, 19123. The updated iteration of the planned vertical sign with copy reading “The Hannah” is designed at 17’-8” tall by 3’ wide and 11 11/16” deep. The proposed illumination would be 22145 lumens, which will draw 3.6 Amps. With an understated black design and its soft white lettering, we trust that it will complement the neighborhood nicely. The chart below references lumens compared to the wattage of a standard lightbulb. This should provide a clearer picture of what we are proposing.

Lumens	Incandescent Bulbs	Compact Fluorescent	LEDs
450	40 W	9-13 W	4-5 W
800	60 W	13-15 W	6-8 W
1100	75 W	18-25 W	9-13 W
1600	100 W	23-30 W	16-20 W
2600	150 W	30-55 W	25-28 W

The exterior channel letters that are proposed for the new awning at the entrance of the building would be front facing illumination, meaning that they will emit light from the inside of the letter out to the street. The copy reads “The Hannah” and they have been manufactured to have a completed length of 22’-5”. The letters stand at 2’-4” in height.

We would be pleased to provide additional information, if desired.

Marc Tonelli
Special Projects

