

BLANKROME

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May 1, 2024

VIA EMAIL (PDF)

Alex M. Smith
Director
Philadelphia Art Commission
One Parkway Building, 13th Floor
1515 Arch Street
Philadelphia, PA 19102

**Re: File No. 106-24
The Hannah
1306 Callowhill Street**

Dear Mr. Smith:

As you know, Blank Rome represents LLCP Callowhill, LLC, the owner of 1306 Callowhill Street (the "Subject Property"). We are in receipt of the Philadelphia Art Commission's (the "Commission") April 29, 2024 correspondence regarding the recommendation of the Sign and Stretery Committee in this matter, which we respectfully wish to appeal to the Commission at the upcoming May 8, 2024 meeting.

In furtherance of our appeal, attached please find materials that are responsive to topics raised at both the September 28, 2022 and April 24, 2024 meetings of the Sign and Stretery Committee.

Thank you for the Commission's review in this matter.

Respectfully,



Adam E. Laver

AEL:emi





ONE WAY
→

NO TURN ON RED

13th St
ONE WAY →

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DS & SOI

238.300.9600





ONE WAY
→

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SPECIALIST

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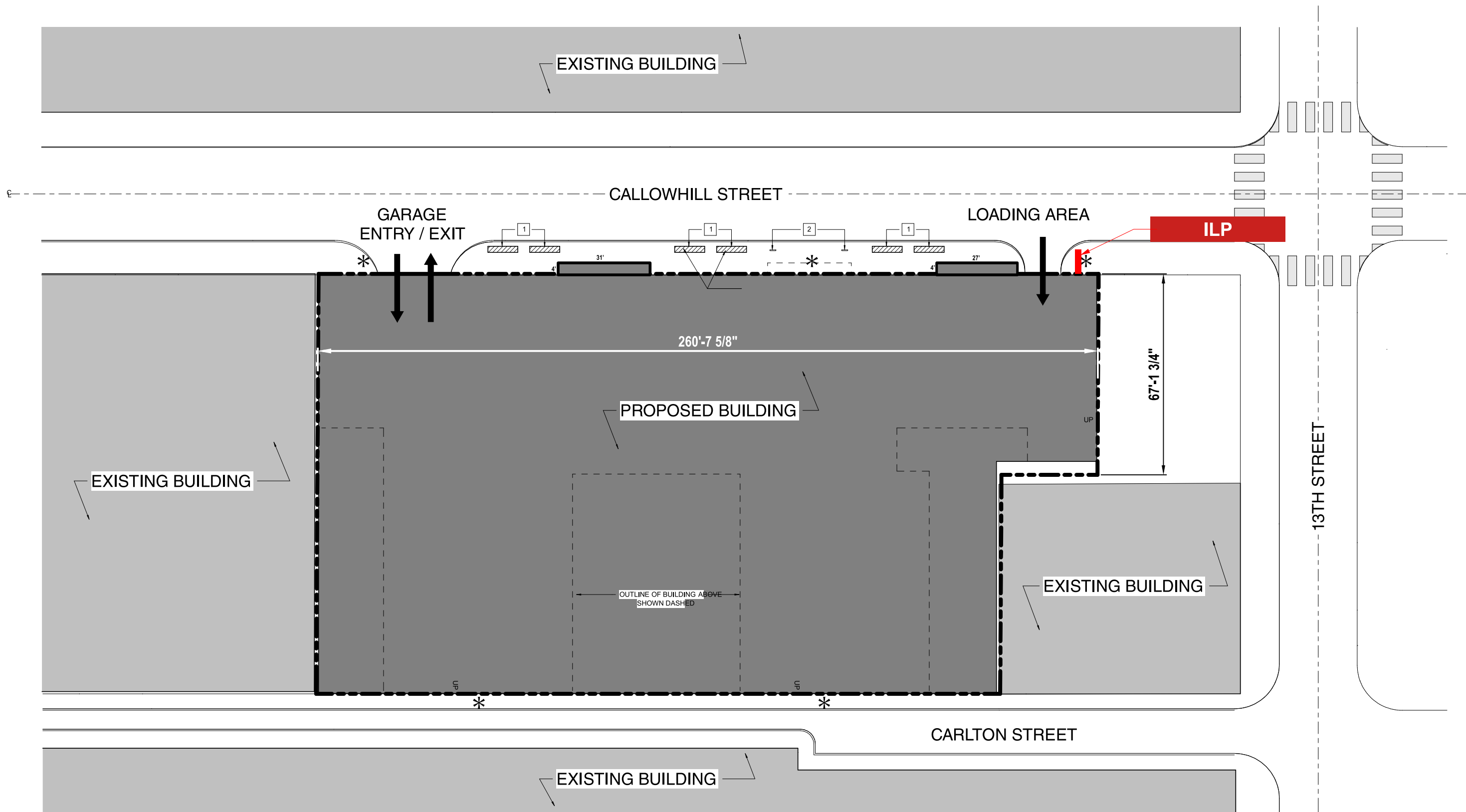


W 13th St
ONE WAY

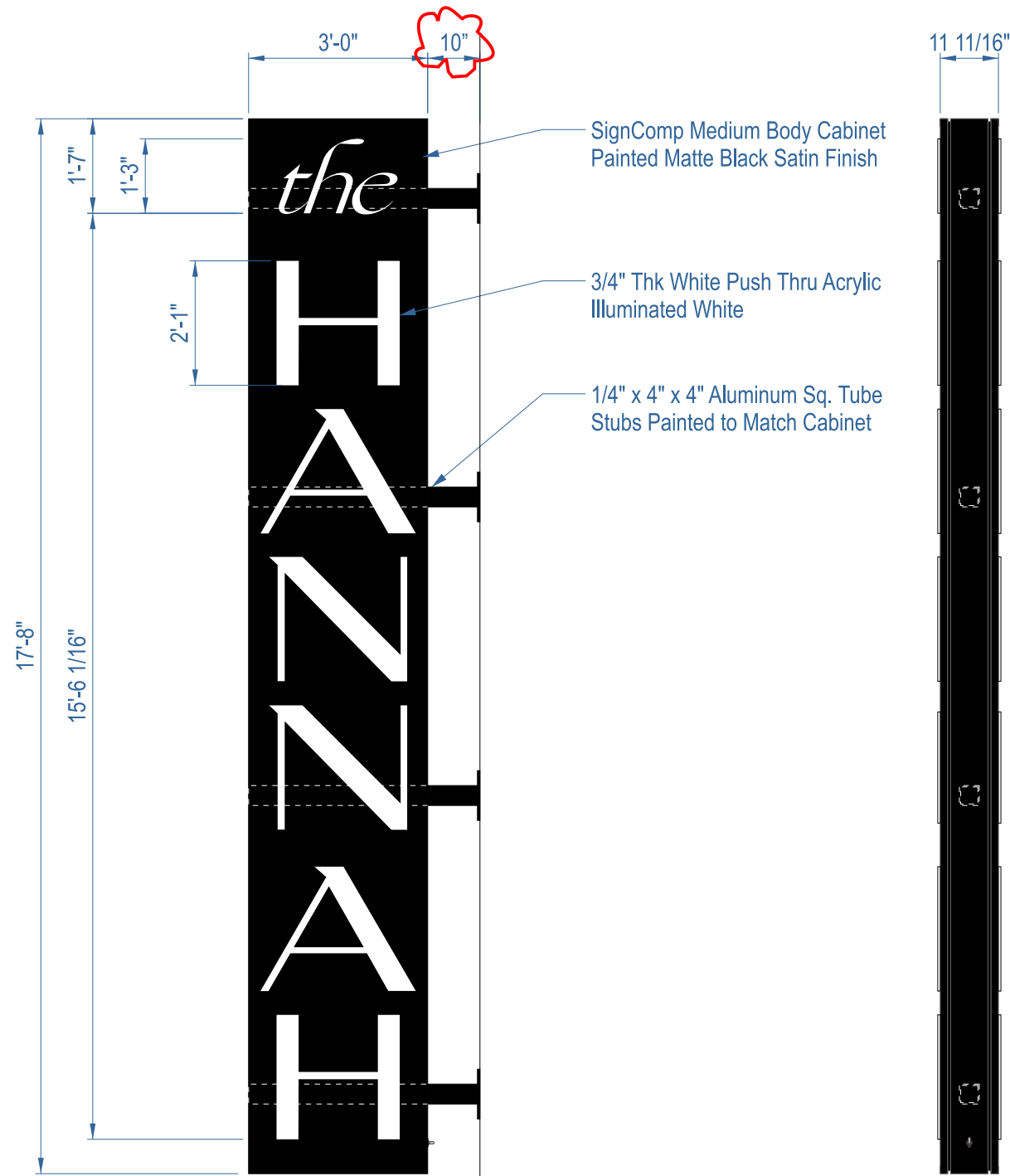
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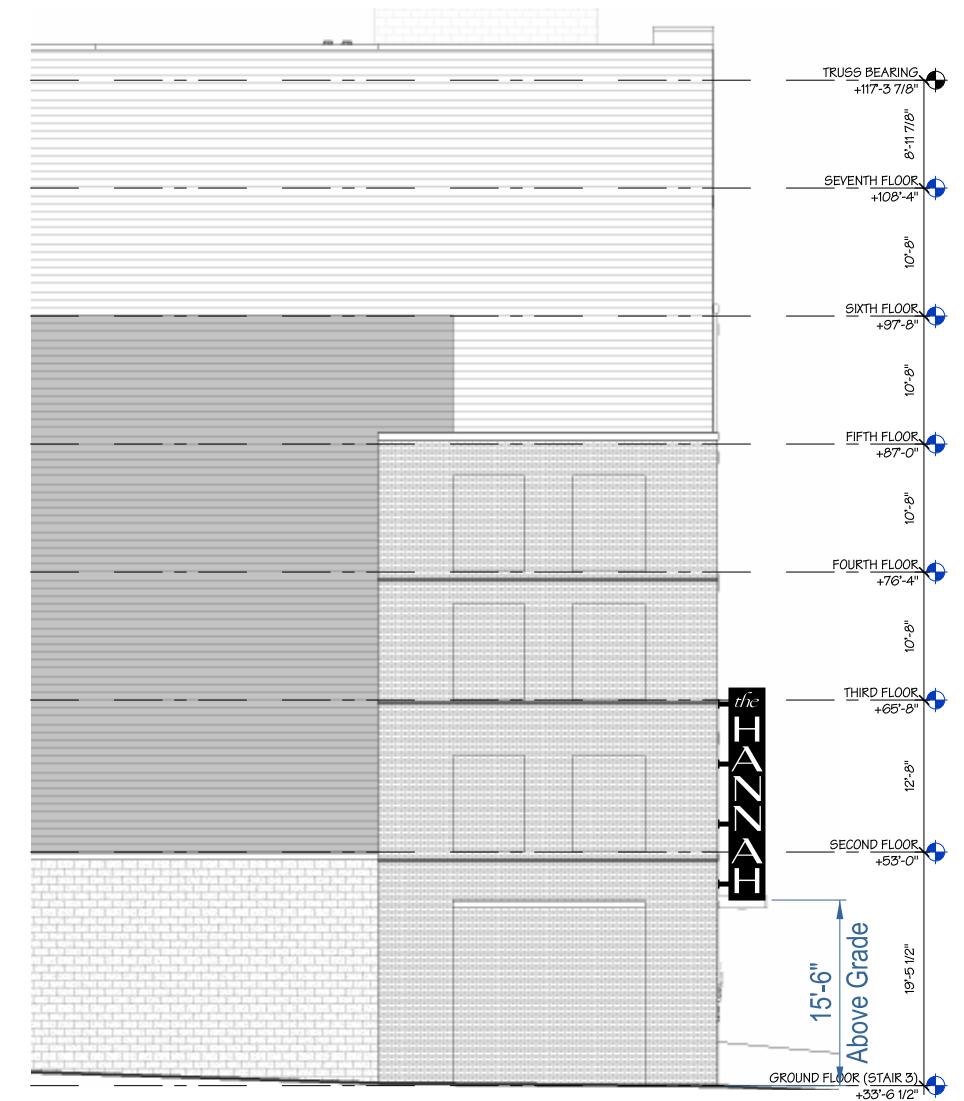
2.0 | Site Plan
 Scale: 1/32" = 1'-0"



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

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

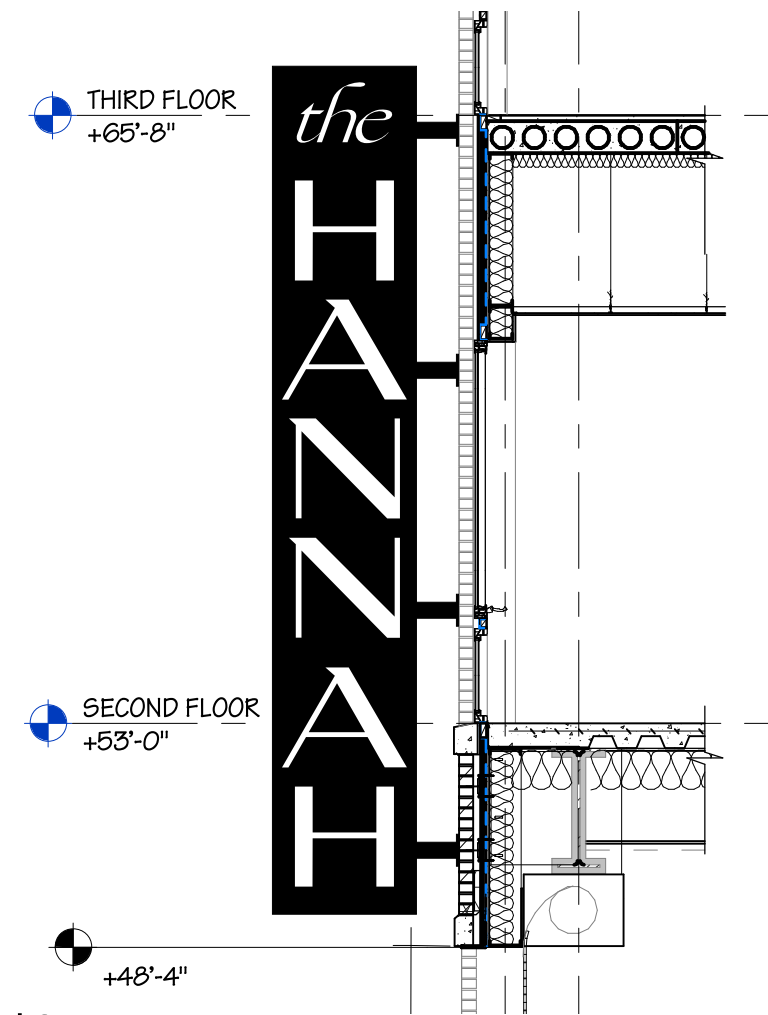
3.2 | Front View - Projecting Sign Side B
Scale: 3/8"=1'-0"



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



4.0 Partial North Elevation
Scale: 1/16"=1'-0"



4.1 Side View
Scale: 1/4"=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





Callowhill Neighborhood Association
1115 Hamilton Street
Philadelphia, PA 19123
callowhill@gmail.com

January 8, 2024

Zoning Board of Adjustment
1401 John F. Kennedy Boulevard – 11th Floor
Philadelphia, PA 19102

Re: RCO Meeting Summary
Application Number: ZP-2023-008996
Address: 1306 Callowhill Street

Dear Members of the Zoning Board,

The Callowhill Neighborhood Association (CNA) held a public RCO meeting for 1306 Callowhill Street on Monday, November 13, 2023. The applicant presented the proposed signage for the building. Following the meeting, the applicant sent a revised signage design with additional requested information. A smaller group of board members and nearby neighbors met on January 3, 2024 to further discuss the signage.

CNA finds the size, height and projection dimensions of the signage to be acceptable. We appreciate that the applicant took our recommendation to redesign the marketing banner sign. Nearby neighbors are concerned with the brightness of the illuminated projecting blade sign, particularly at night. We request that this sign be placed on a dimming timer starting at 11pm, so it is not as bright overnight.

Sincerely,

Sarah McEaney, Board President
John Struble, Zoning Co-Chair
Vincent DiMaria, Zoning Co-Chair

cc: Councilman Mark Squilla
Philadelphia City Planning Commission
Architect and Attorney for the project



Councilmember Mark F. Squilla

PHILADELPHIA CITY COUNCIL - 1st District

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Whole

February 15, 2024

Mr. William Bergman, Chairman
Zoning Board of Adjustments
One Parkway Building
1515 Arch Street, 18th Floor
Philadelphia, Pa. 19102

Calendar # ZP-2023-008996
Address: 1306 Callowhill Street

Dear Chairman Bergman;

I am writing regarding the above-captioned zoning variance request. The applicant has met with Callowhill Neighborhood Association, the local civic. The Civic has sent a letter of **Non-Opposition** for this variance request.

The RCO noted in their letter, near neighbors are concerned with the brightness of the illuminated projecting blade sign, particularly at night. They request that this sign be placed on a dimming timer starting at 11pm so it is not as bright overnight.

As such, I am in **Non-Opposition** to this variance request.

Thank you for your consideration in this matter.

Respectfully,

Mark F. Squilla
Councilmember, First District

MFS/jsp



HANNAH

GARAGE

PIZZA






EXISTING



PROPOSED

The Hannah

Legend

-  1306 Callowhill St
-  Feature 1
-  Roman Catholic High School



Google Earth

© 2024 Google

9.38 ft



EXISTING



PROPOSED



GARAGE

HANNAH

PIZZA