

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

April 22, 2025

Philadelphia Art Commission
One Parkway
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
Attn: Alex Smith
215-683-2095

Re: Beach Street Landing
700 N. Delaware Ave.

Proposed: Two 216"x36" double-faced projecting signs with 48" overall projection from the façade. Painted aluminum background cabinets and mounting structures. Channel letters constructed of aluminum sides and backs with white acrylic face panels, illuminated with white LEDs.

- One sign will be installed on the west building, perpendicular to N. Front St. at the corner of Fairmount Ave.
- One sign will be installed on the east building, perpendicular to N. Delaware Ave. at the corner of Brown St.

The proposed signs will require ZBA approval, and we thank the Sign Committee and Art Commission members for their input prior to our application.

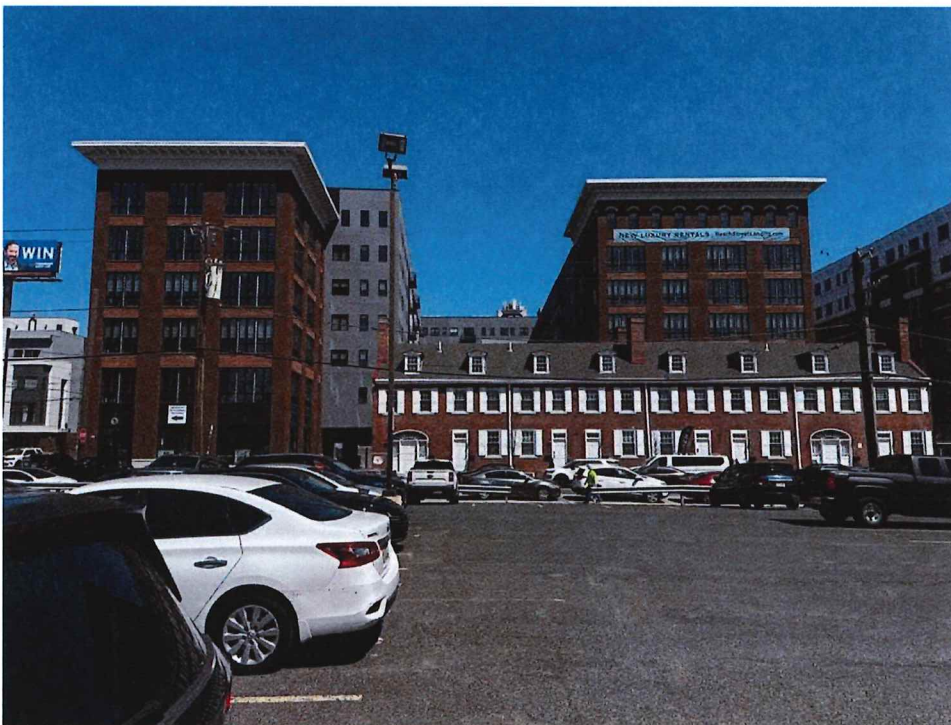
Thank you,


Sharon Brandt

Beach Street Landing – 700 N. Delaware Ave.
These photos have not been manipulated in any way on a computer



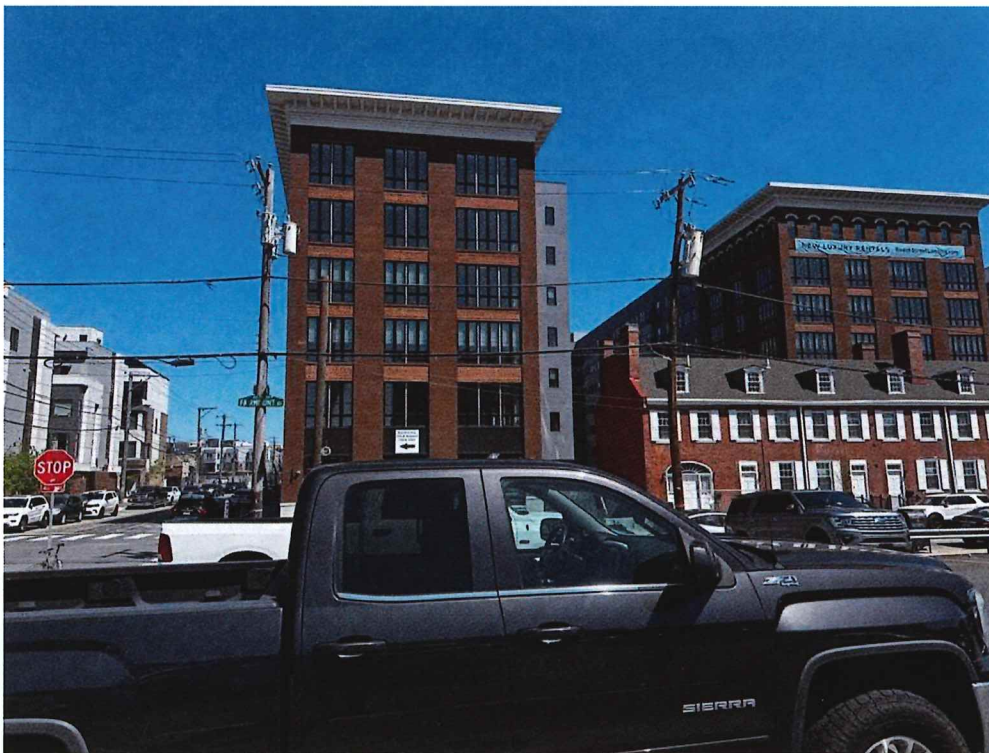
View showing both buildings on Fairmount Ave.



West building – Straight on view on Fairmount Ave.



West building – Straight on view of sign location on N. Front St.



West building – Buildings to left and right of sign location on Fairmount Ave.



West building – Building to the left on N. Front St.



West building – Looking down N. Front St. to the left and down Fairmount Ave. to the right



East building – Straight on view on N. Delaware Ave.



West building – Straight on view of sign location on N. Front St.



East building – Building to left on N. Delaware Ave.



East building – Building to right on Brown St.

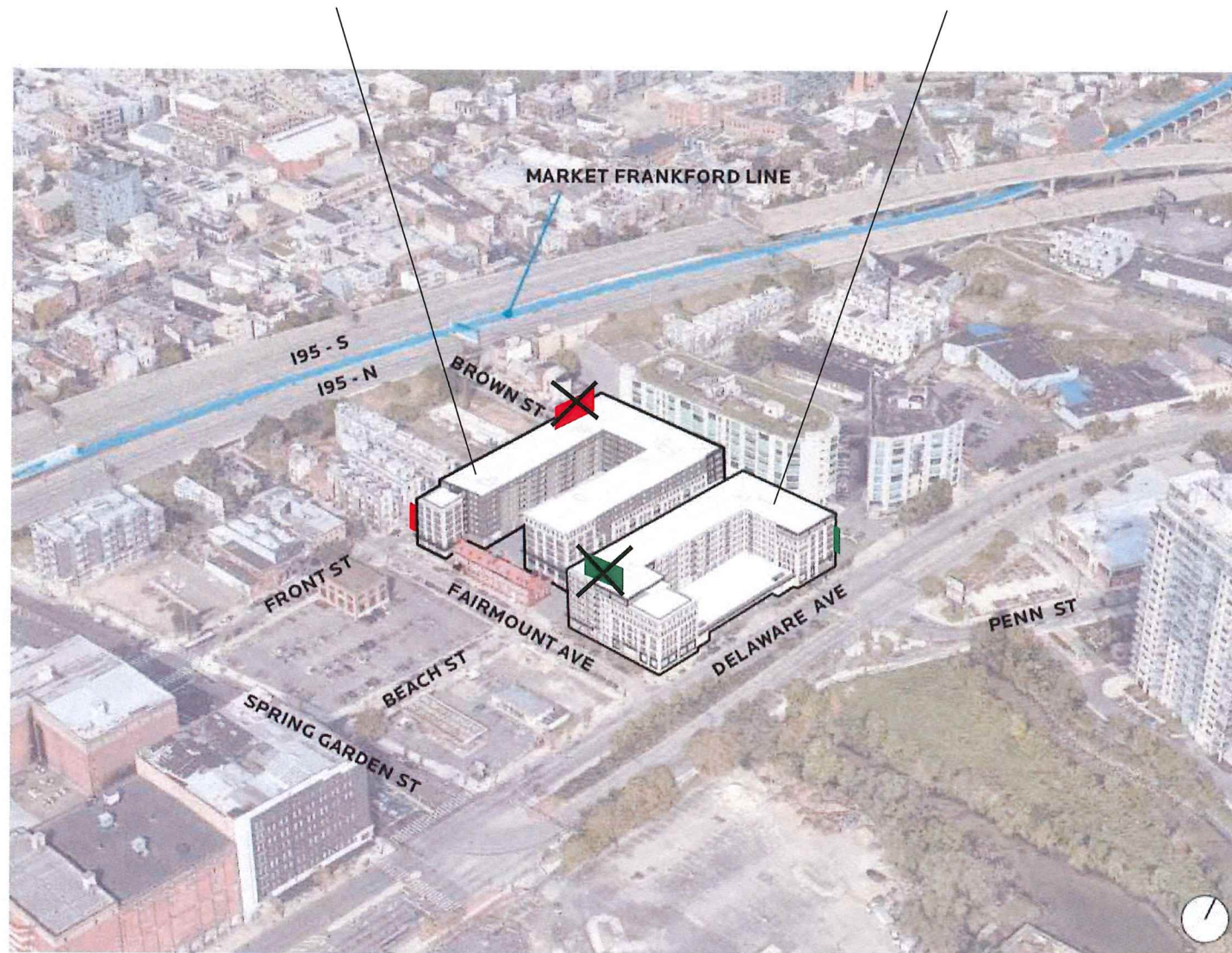


East building – Looking down N. Delaware Ave. to left and looking down Brown St. to right

SIGN LOCATIONS

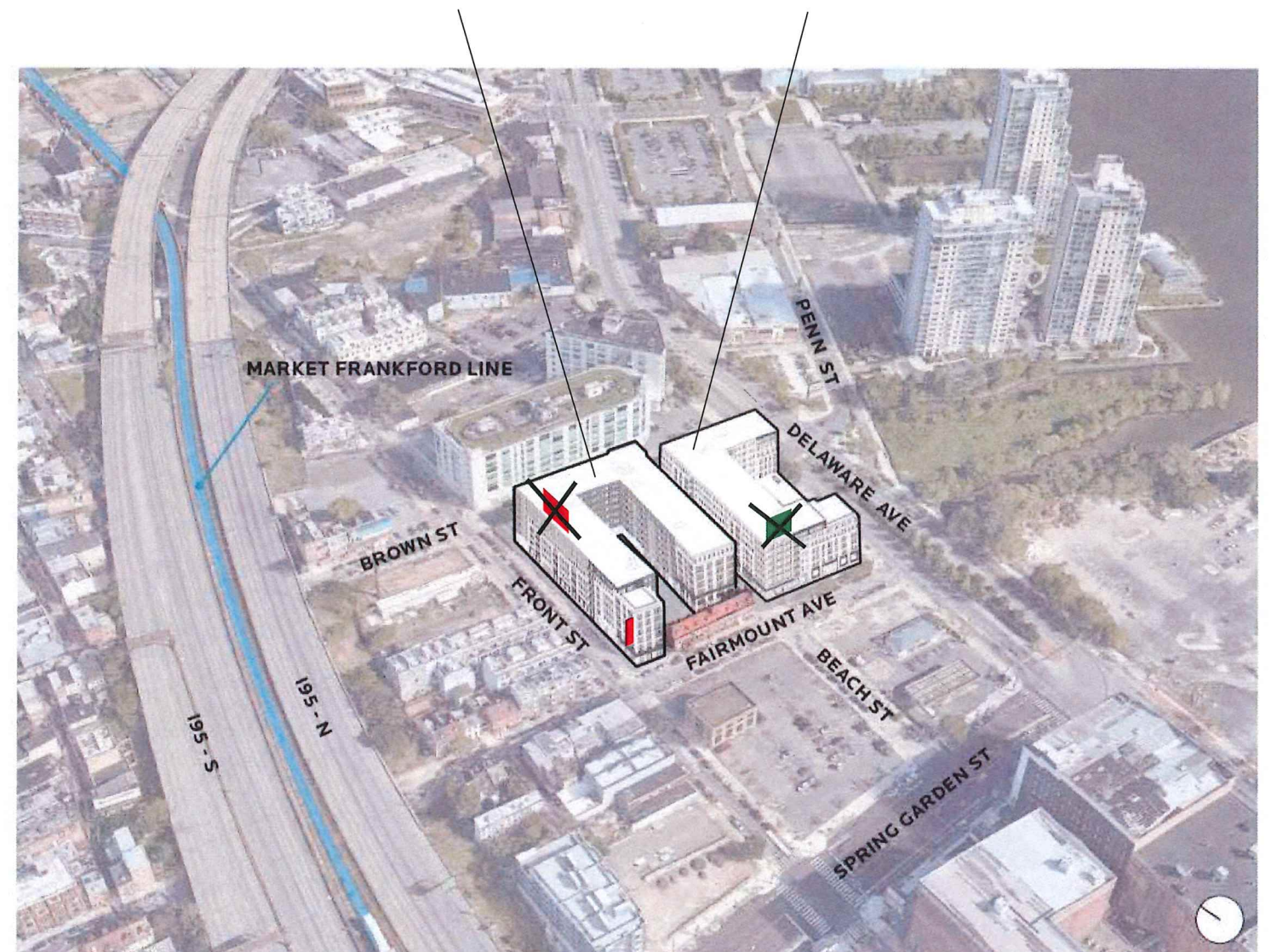
WEST BUILDING

EAST BUILDING



WEST BUILDING

EAST BUILDING



NOTE: The roof signs are not included in the current submittal.

BEACH ST LANDING

LOCATION:
Philadelphia, PA

SCALE: nts

PG:

DATE:	8-13-24	4-21-25
	1-16-25	
	1-20-25	
	4-11-25	
REV	4-11-25	

FILE: Beach_St_Landing_signage_proposal_4-21-25_BLADE-VIEWS

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WEST BUILDING

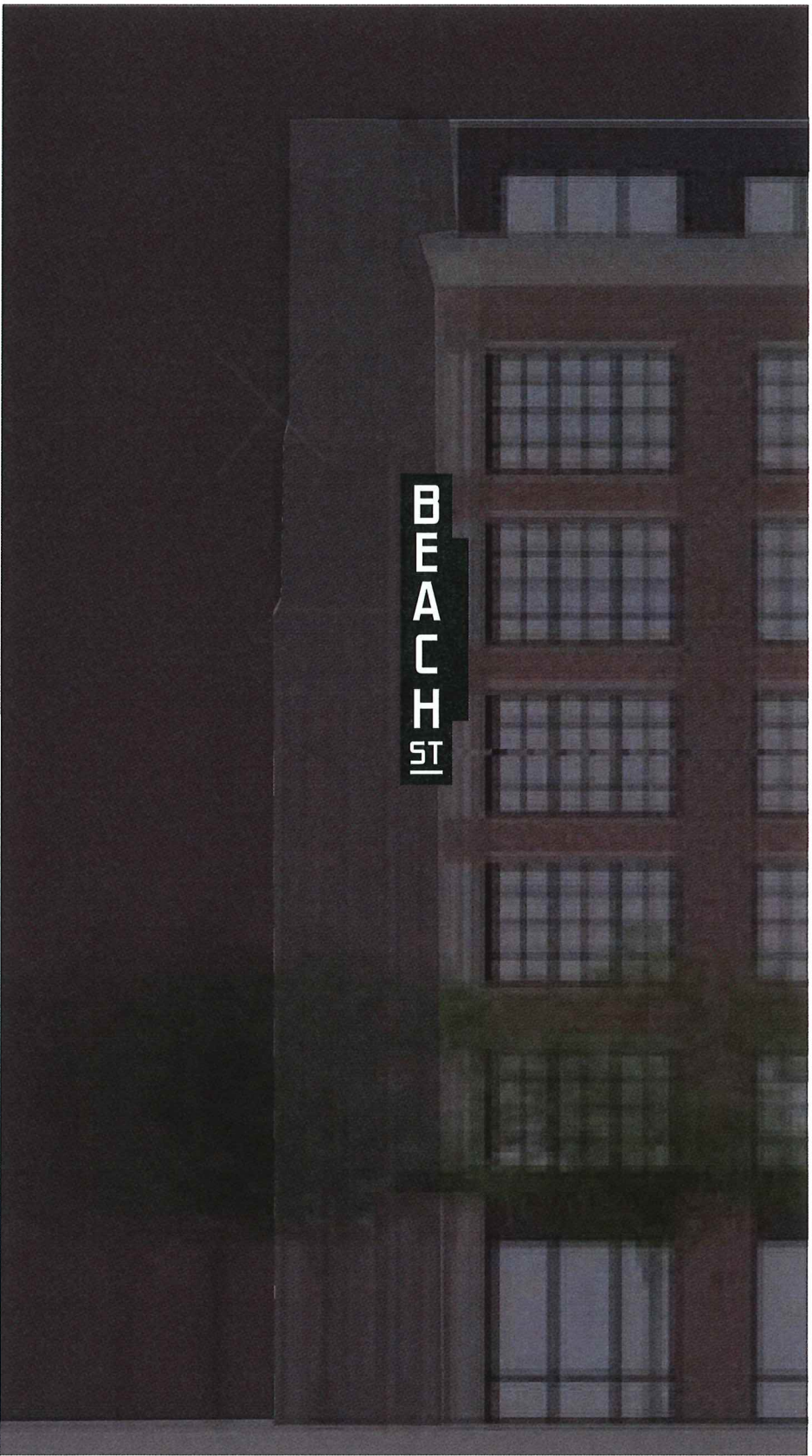
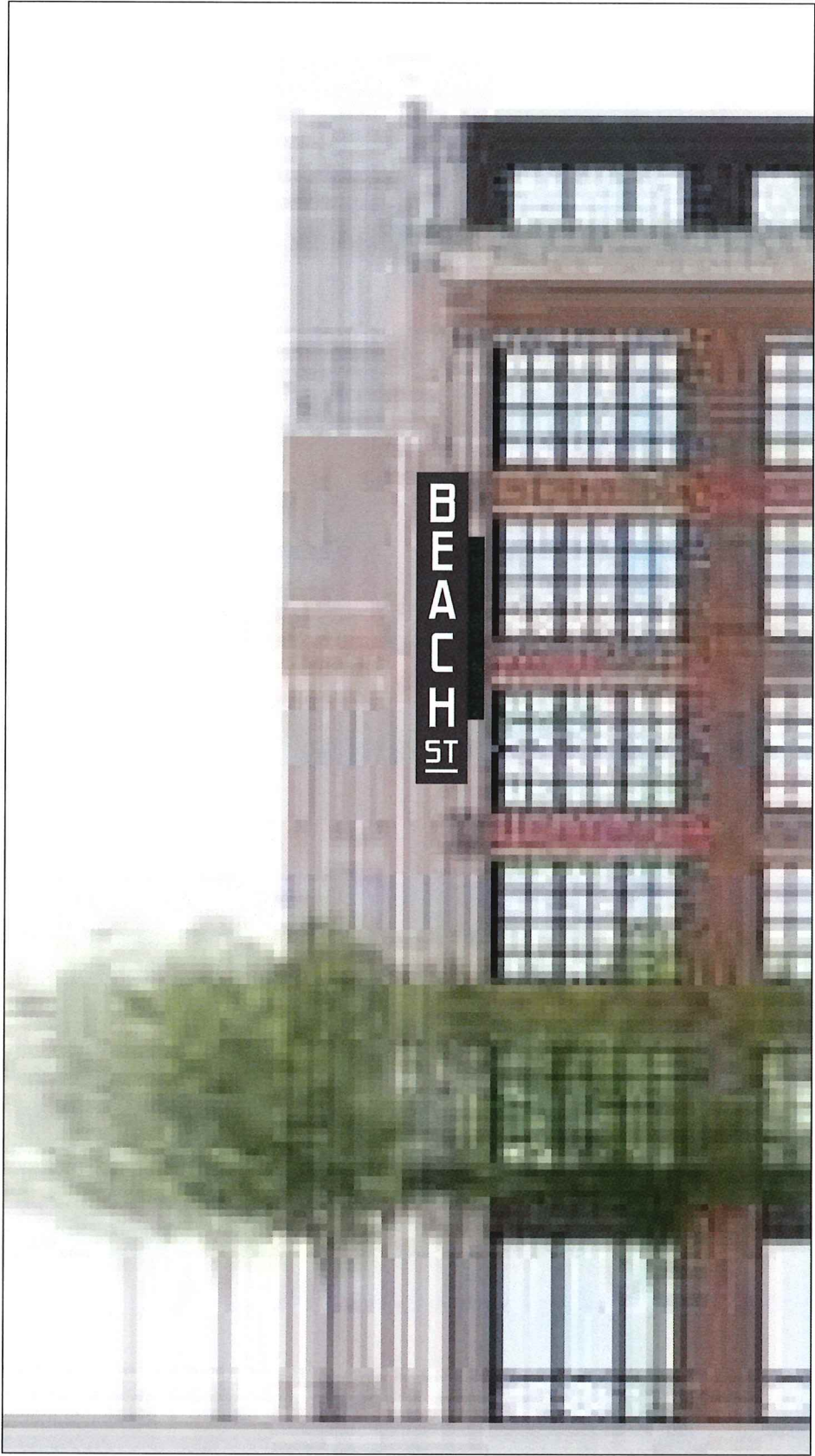
EAST BUILDING



FAIRMONT AVE. ELEVATION

NOTE: The roof sign is not included in the current submittal.

WEST BUILDING - MARQUEE SIGN - DAY & NIGHT VIEWS



BEACH ST LANDING

LOCATION:
Philadelphia, PA

SCALE: nts

PG:

DATE: 8-13-24 4-21-25
1-16-25
1-20-25
4-11-25
REV 4-11-25

FILE: Beach_Landing_signage_proposal_4-21-25_BLADE-VIEWS

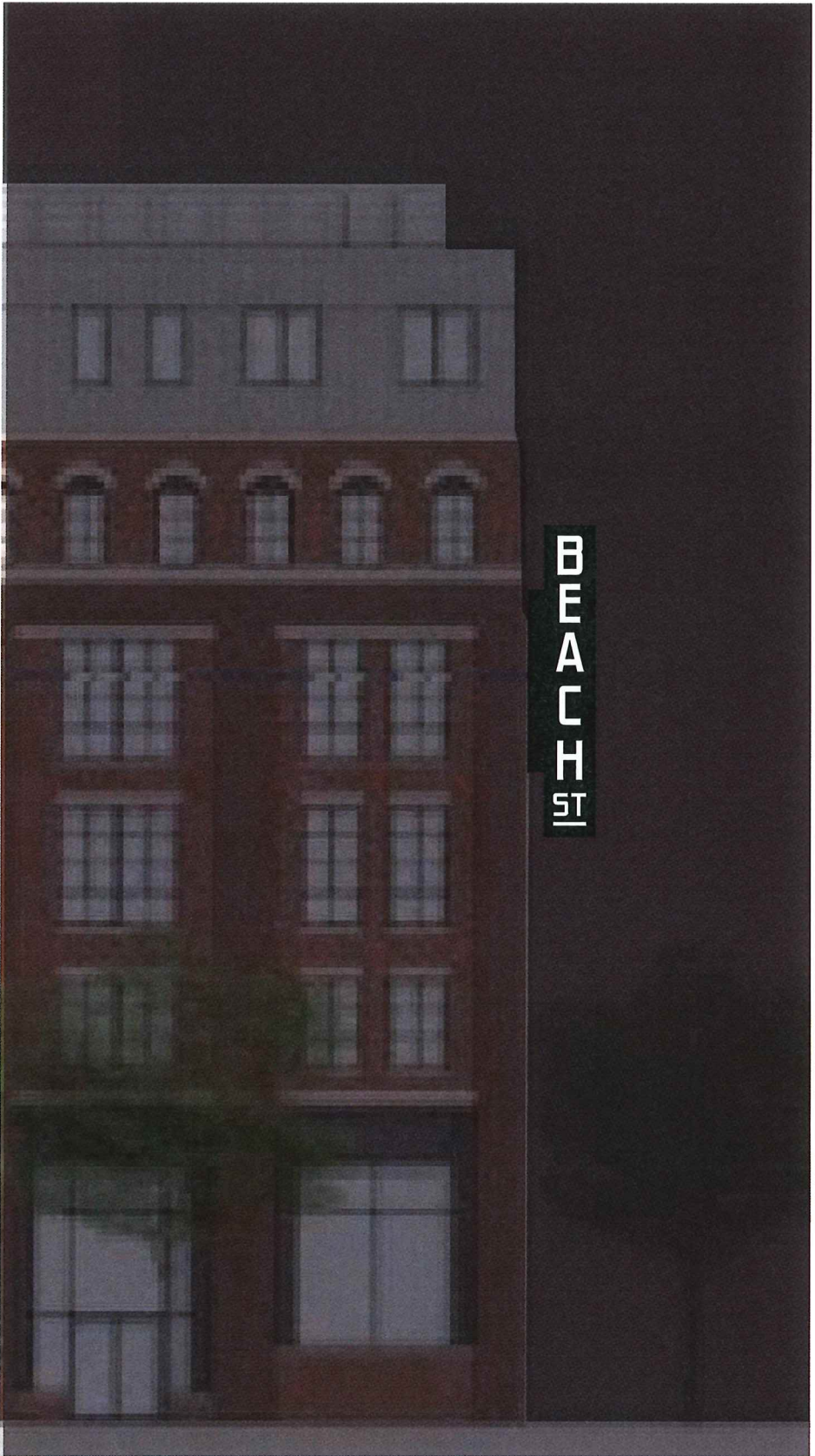
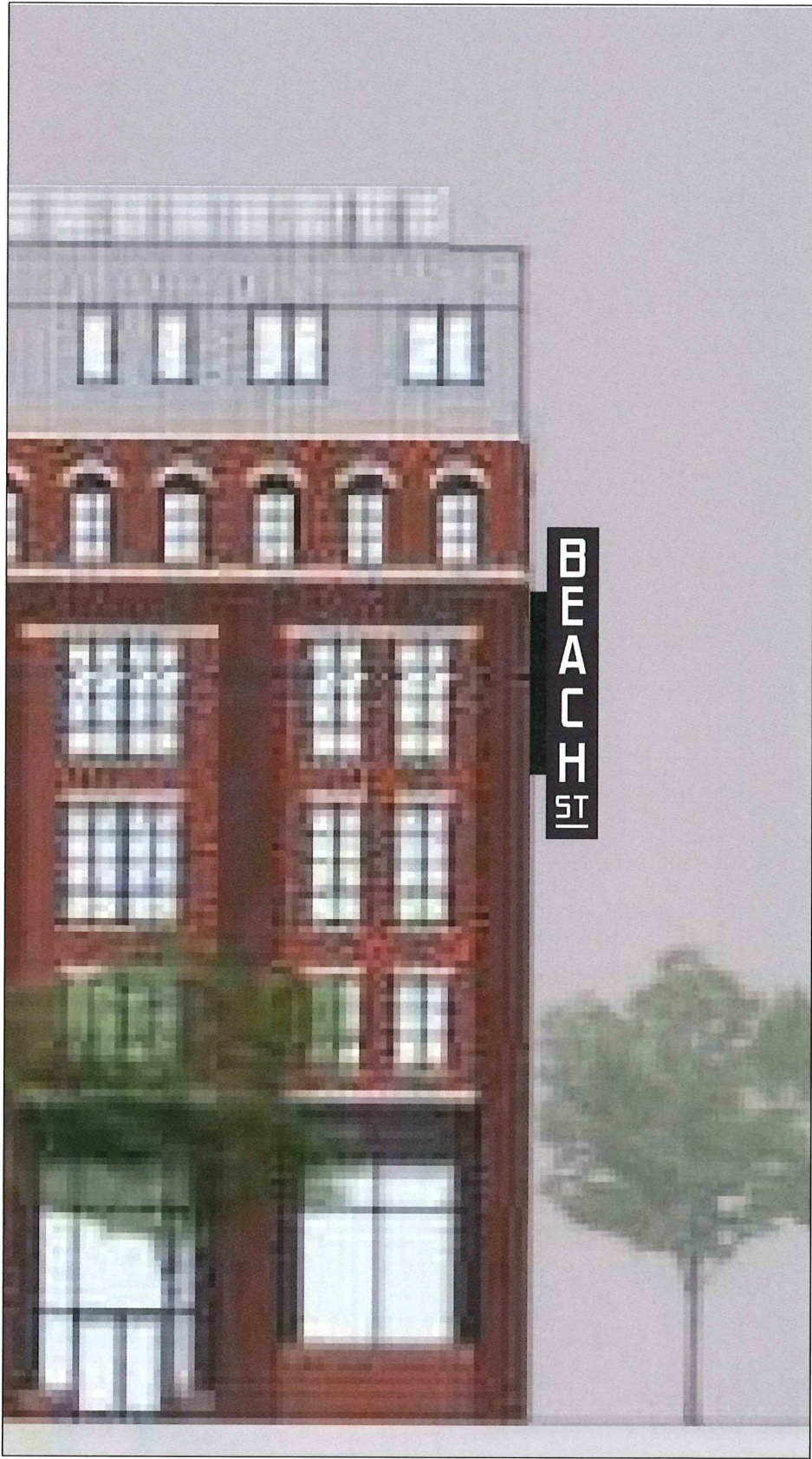
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EAST BUILDING - MARQUEE SIGN - DAY & NIGHT VIEWS



BEACH ST LANDING

LOCATION:
Philadelphia, PA

SCALE: nts

PG:

DATE: 8-13-24 4-21-25
1-16-25
1-20-25
4-11-25
REV 4-11-25

FILE: Beach_Landing_signage_proposal_4-21-25_DAY&NIGHT

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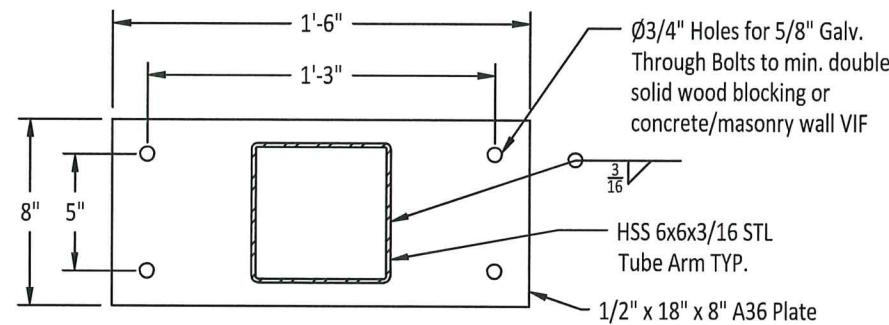
MARQUEE SIGN DETAIL VIEW

NOTE:
BLADE SIGNS DESIGNED FOR TOP OF SIGN MAX. 75 FT VIF
PRIOR TO FABRICATION & INSTALLATION

TWO SIGNS

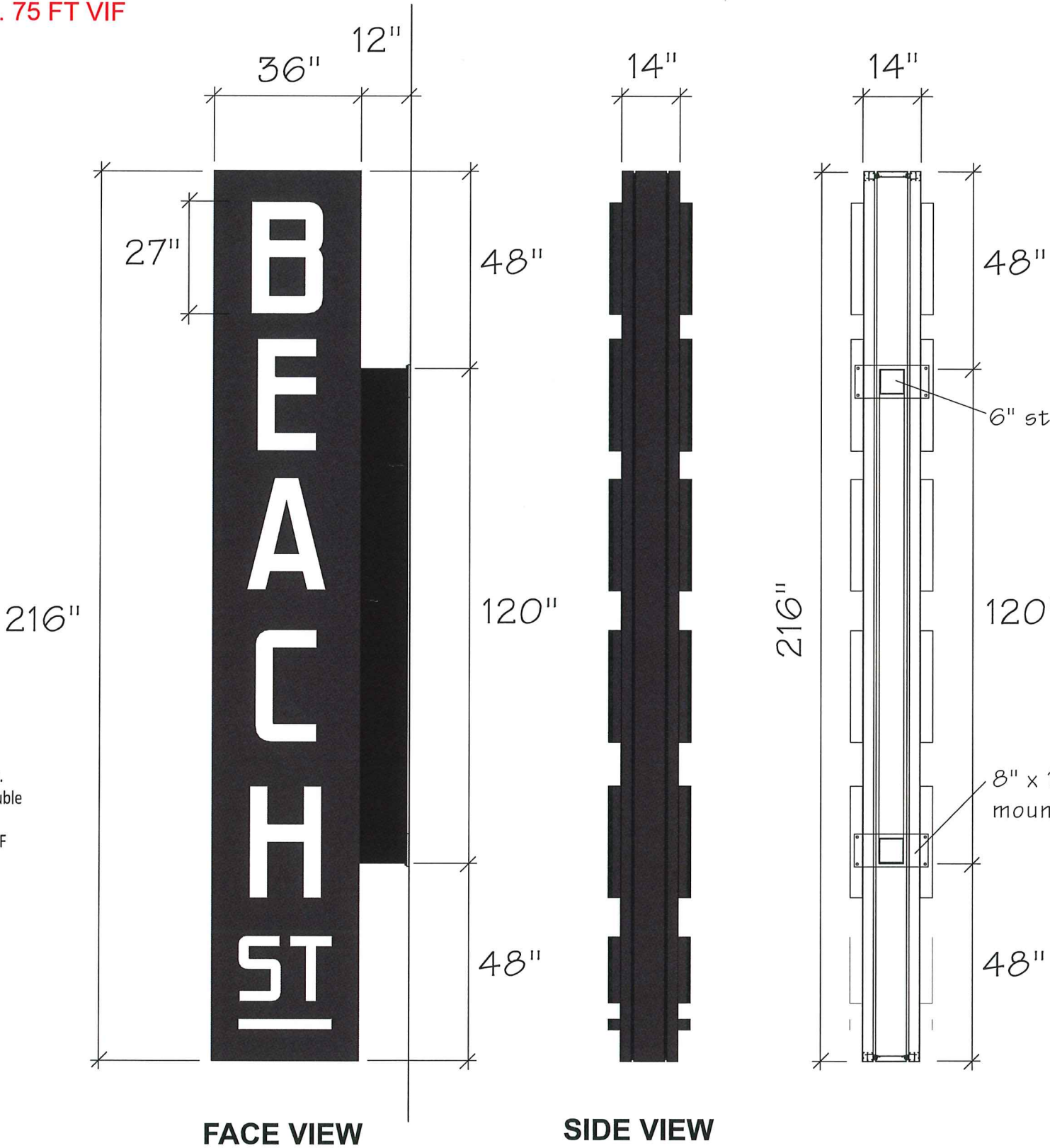
- 2) DOUBLE FACED MARQUEE SIGNS w/
FACE LIT CHANNEL LETTERS;
- fabricated metal channel letters
 - white acrylic faces w/ trim cap
 - LED illumination
 - Extruded alum. cabinet
 - .125" alum. "Bleed" style faces
 - mounting hardware TBD

Engineer's Note:
-HSS 6x6x3/16 STL Tubes to extend through top of cabinet and connect to framing with min. [2] saddles per arm utilizing 1/2" Galv. A325 through bolts through tube and framing TYP.
-Cease work & Contact Murdoch Engineering if field conditions vary



Mounting Plate TYP.

Scale: 1 1/2" = 1' - 0"

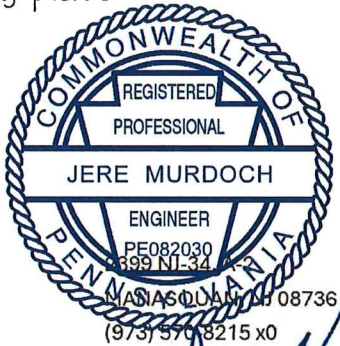


FACE VIEW

SIDE VIEW

DESIGN SPECIFICATIONS				
IBC	2018	with	PA	amendments
ASCE	7-16	Minimum Design Loads for Buildings & Other Structures		
ACI	318-14	Building Code Requirements for Structural Concrete		
ANSI/AISC	360-16	Specification for Structural Steel Buildings		
DESIGN LOADS				
Wind	V =	115 mph		
Exposure	C			
Risk Cat.	II			

ENGINEER'S NOTE:
CLAIMS AS TO THE SUITABILITY OF THE MANUFACTURED STRUCTURE THAT IS DESIGNED AND PROVIDED BY OTHERS. FEATURES ANNOTATED AS "DESIGN BY MFR." OR NOT SPECIFICALLY DETAILED HEREIN SHOULD BE EVALUATED BY A LICENSED ENGINEER AT THE DISCRETION OF THE AUTHORITY HAVING JURISDICTION. MURDOCHENGINEERING ASSUMES NO LIABILITY AND NO DESIGN RESPONSIBILITY FOR SUCH FEATURES.



Jere Murdoch, PE
Professional Engineer
PA PE Lic. #PE082030



2/5/2025

BEACH ST LANDING

LOCATION:
Philadelphia, PA

SCALE: 3/8" = 1' - 0"

PG:

DATE: 8-13-24
1-16-25
1-20-25

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