

Philadelphia Art Commission
One Parkway Building
1515 Arch St., 13th Floor
Philadelphia, PA 19102
artcommission@phila.gov



Art Commission Signage Review Cover Letter

Date: 12/8/25

Name of Business or Entity (to which the sign is accessory): Rally House

Sign Location (Address): 1628-36 Chestnut St. On Public Property? ☐ Yes ☒ No

Is this location in an Overlay Zoning District requiring Art Commission signage review?

☒ Yes (specify): Center City Commercial Arc ☐ No ☐ Unsure

Total Number of Signs: 6 Type(s) of Signs (check all that apply below):

☒ Wall ☐ Projecting/Blade ☐ Marquee ☐ Awning or Canopy ☐ Building ID (above 2nd story)
☐ Window ☐ Other: _____

Sign Details (if more than four (4), include details in *Additional Description* box below):

#	Sign Type	Dimensions	Mounting Height	Material(s)	Illumination (check if so)
1	Channel letters	22"x9'	approx 10'	metal, plastic	<input checked="" type="checkbox"/>
2	Pan sign	39"x23-1/4"	approx 3'6"	metal	<input type="checkbox"/>
3	Pan sign	39"x23-1/4"	approx 3'6"	metal	<input type="checkbox"/>
4	"Rally House" panel	11-1/2"x114"	approx 8'	metal	<input type="checkbox"/>

Additional Description (optional) (details, background/context, purpose/need, specific requests, etc.):

#5 "Philadelphia" panel. 11-1/2"x81-1/2", approx. 8' mounting height, metal
#6 "Philadelphia" panel. 11-1/2"x81-1/2", approx. 8' mounting height, metal

Primary Contact for Art Commission

Communications:

Name: Sharon Brandt
Company: Forman Sign Co
Address: 10447 Drummond Rd. Phila, PA 19154
Email: [REDACTED]
Phone: [REDACTED]

Contact to Receive Art Commission

Decision (if different):

Name: same
Company: _____
Address: _____
Email: _____
Phone: _____

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

December 8, 2025

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

Re: Rally House
1628-36 Chestnut St.

Proposed:

- One set of 22"x9' channel letters on mounting rails. Letters constructed of painted aluminum sides and backs, internally illuminated with white LEDs. White acrylic face panels with red translucent vinyl overlay. Mounting rails constructed of painted aluminum square tube and mounted to the inside of the brick columns.
- Two 39"x23-1/4" single-faced wall signs. Painted aluminum with white vinyl copy.
- One 11-1/2"x114" single-faced panel. Painted aluminum with 1/2" thick white copy reading "RALLY HOUSE."
- Two 11-1/2"x81-1/2" single-faced panels. Painted aluminum with 1/2" thick white copy reading "PHILADELPHIA."

Thank you,

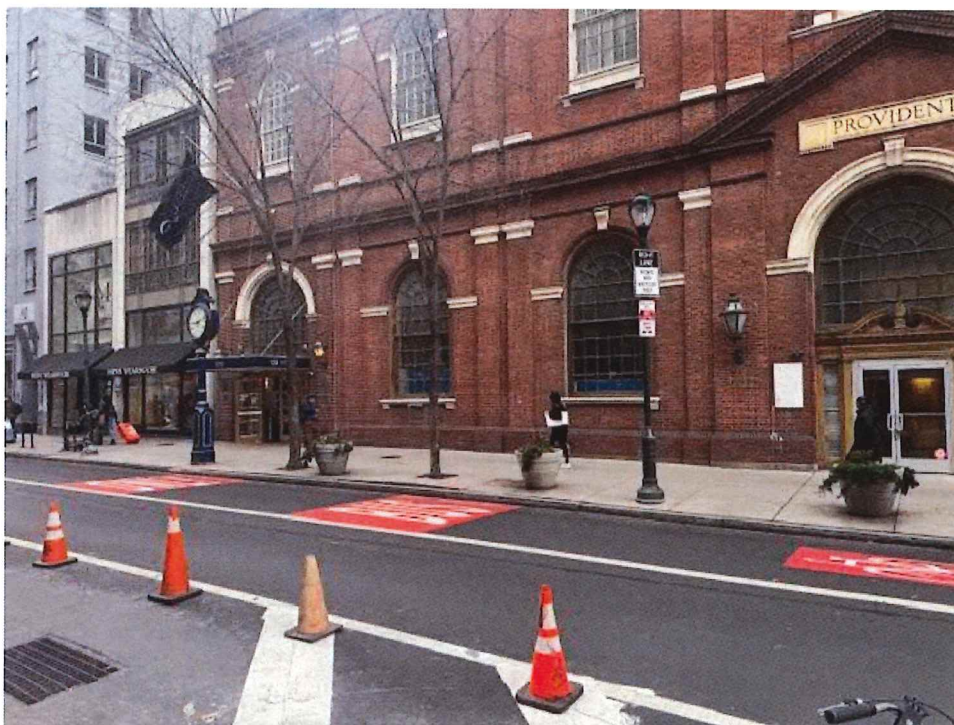


Sharon Brandt

Rally House – 1628-36 Chestnut St.
These photos have not been manipulated in any way on a computer



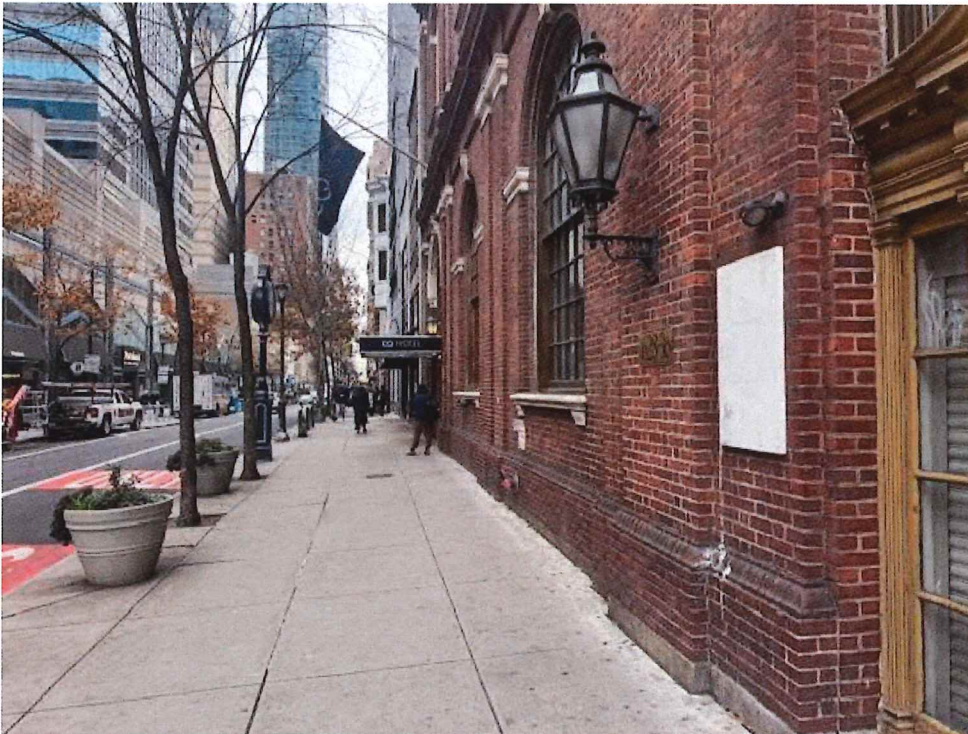
Chestnut Street – Straight on



Building to left on Chestnut Street



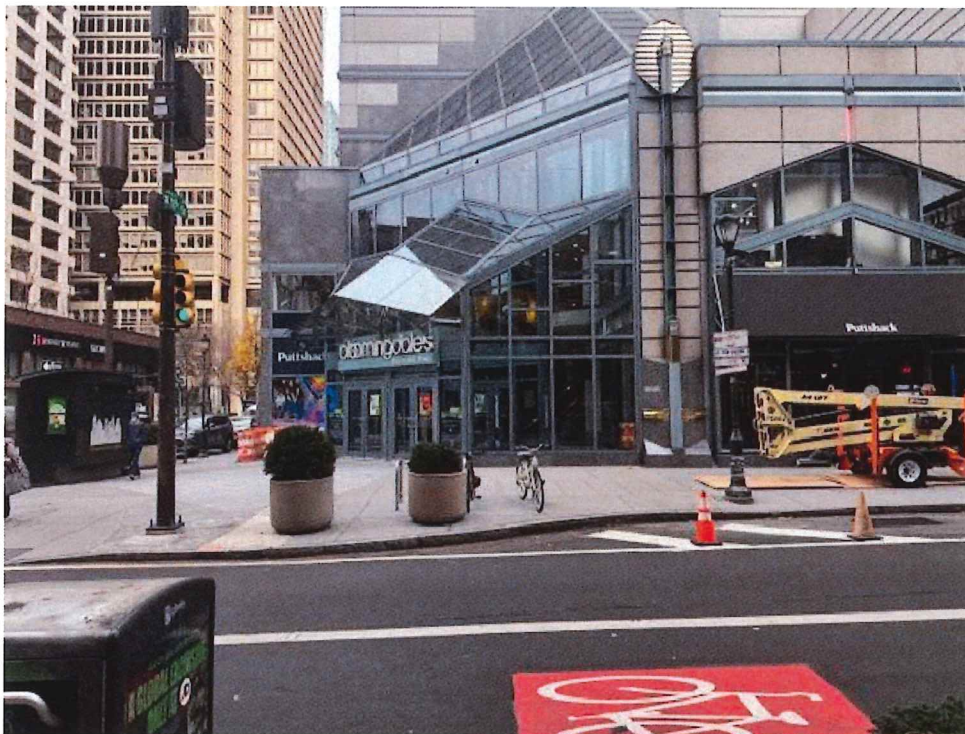
Building to right on Chestnut Street



Looking down Chestnut Street to left



Looking down Chestnut Street to right



Looking across Chestnut Street



17th Street – Straight on



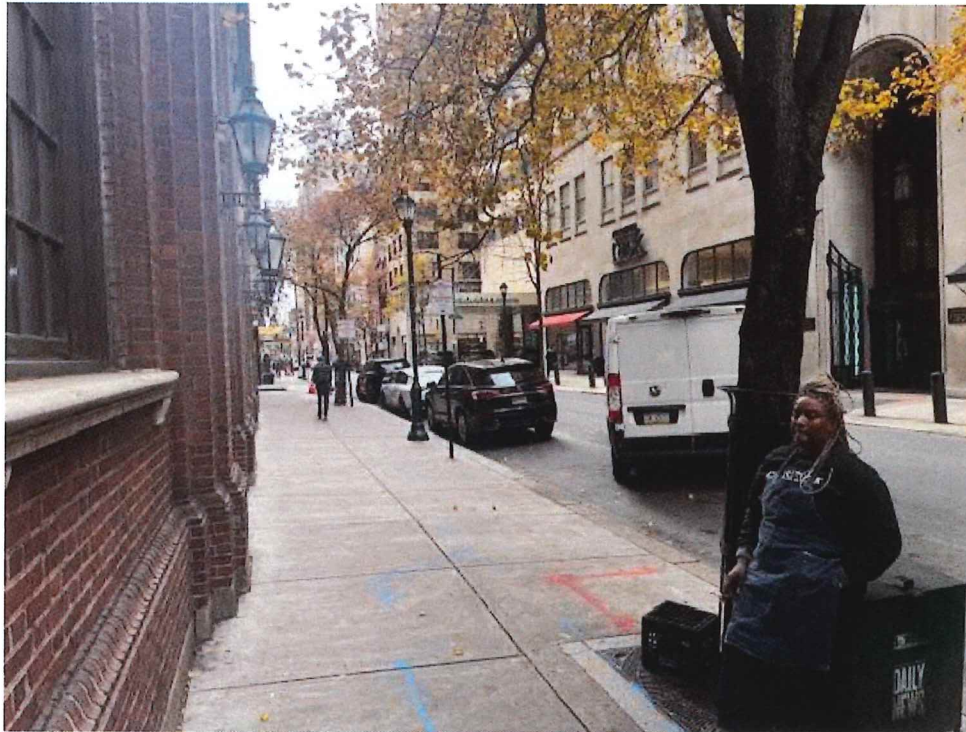
Building to left on 17th Street



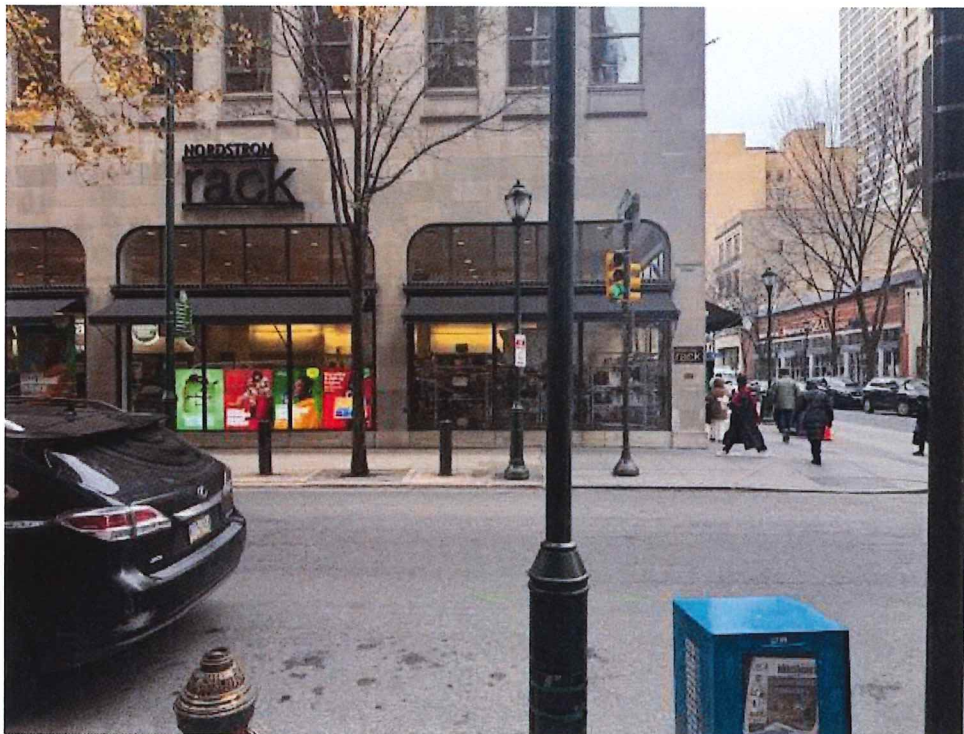
Building to right on 17th Street



Looking down 17th Street to left



Looking down 17th Street to right

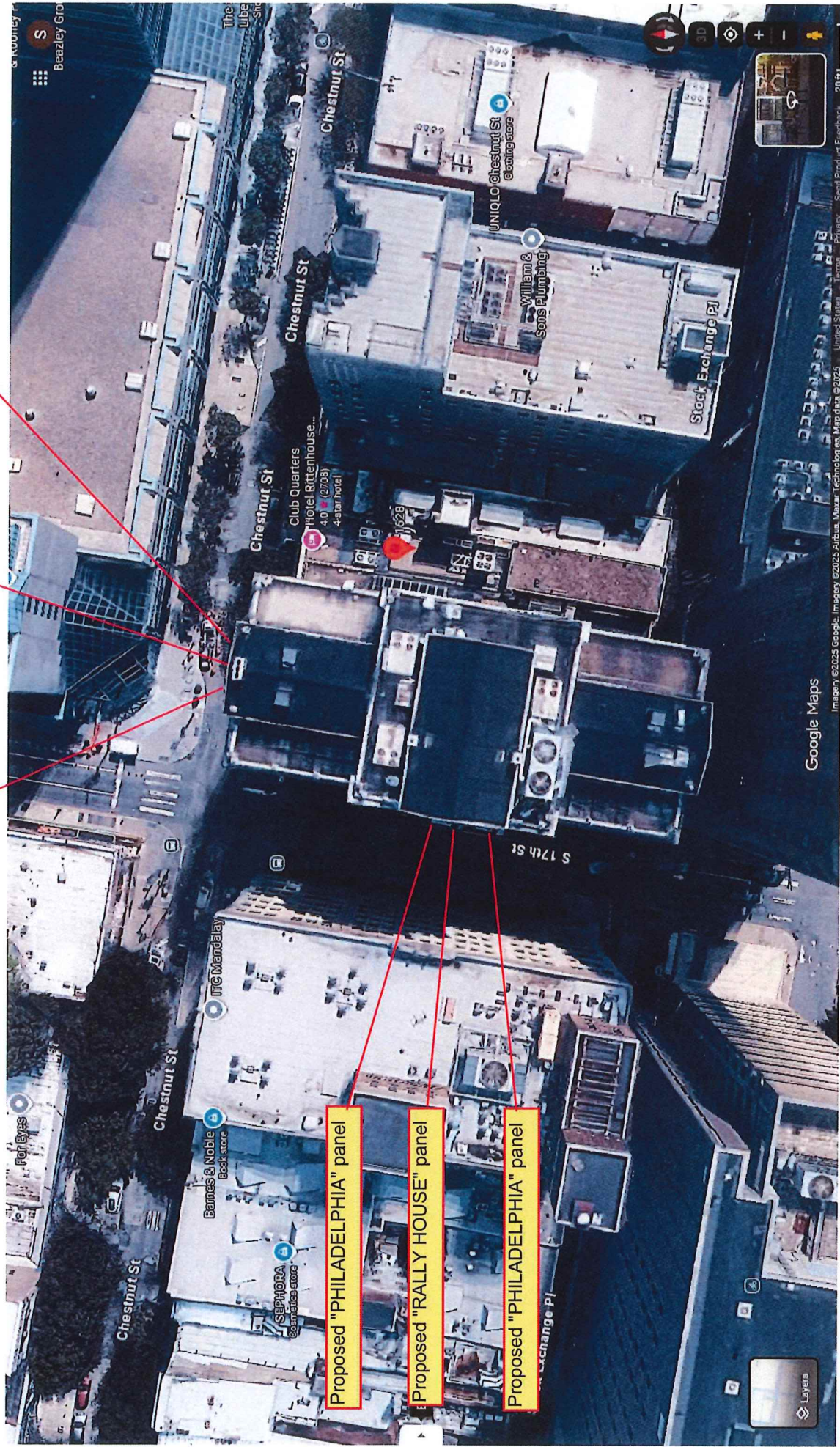


Looking across 17th Street

Proposed 22" illum letters

Proposed non-illum pan sign

Proposed non-illum pan sign



Proposed "PHILADELPHIA" panel

Proposed "RALLY HOUSE" panel

Proposed "PHILADELPHIA" panel

STORE SIGNAGE: FRONT ELEV - PHOTO RENDERING



EXISTING

PROPOSED

RALLY HOUSE

LOCATION:

1628-36 Chestnut St
Philadelphia, PA 19103

SCALE: as noted

FILE: RH_Phil_PA_1628-36 Chestnut St_sign package_Opt B (RED)

PG: 1 of 5

DRAWN BY
nm

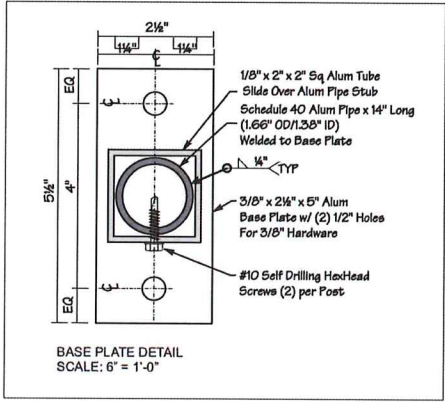
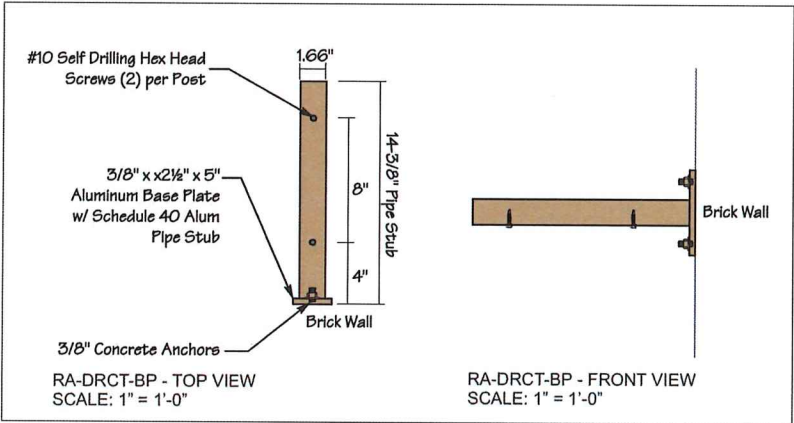
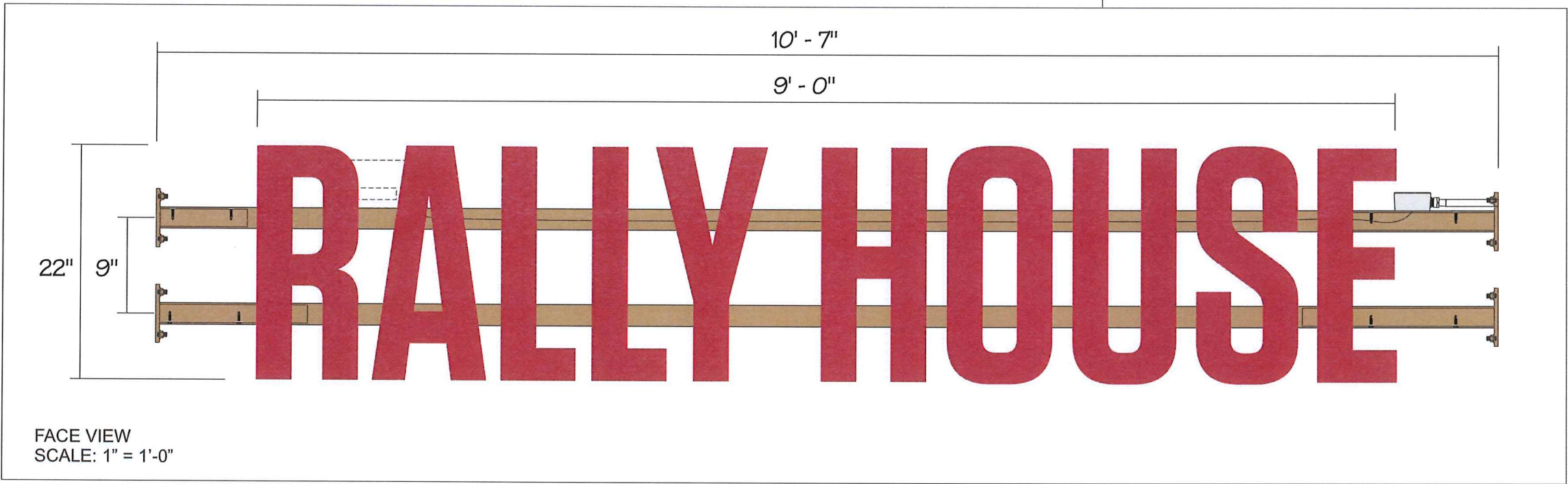
DATE: 12/01/25

215-827-6500 • 215-827-6501 fax
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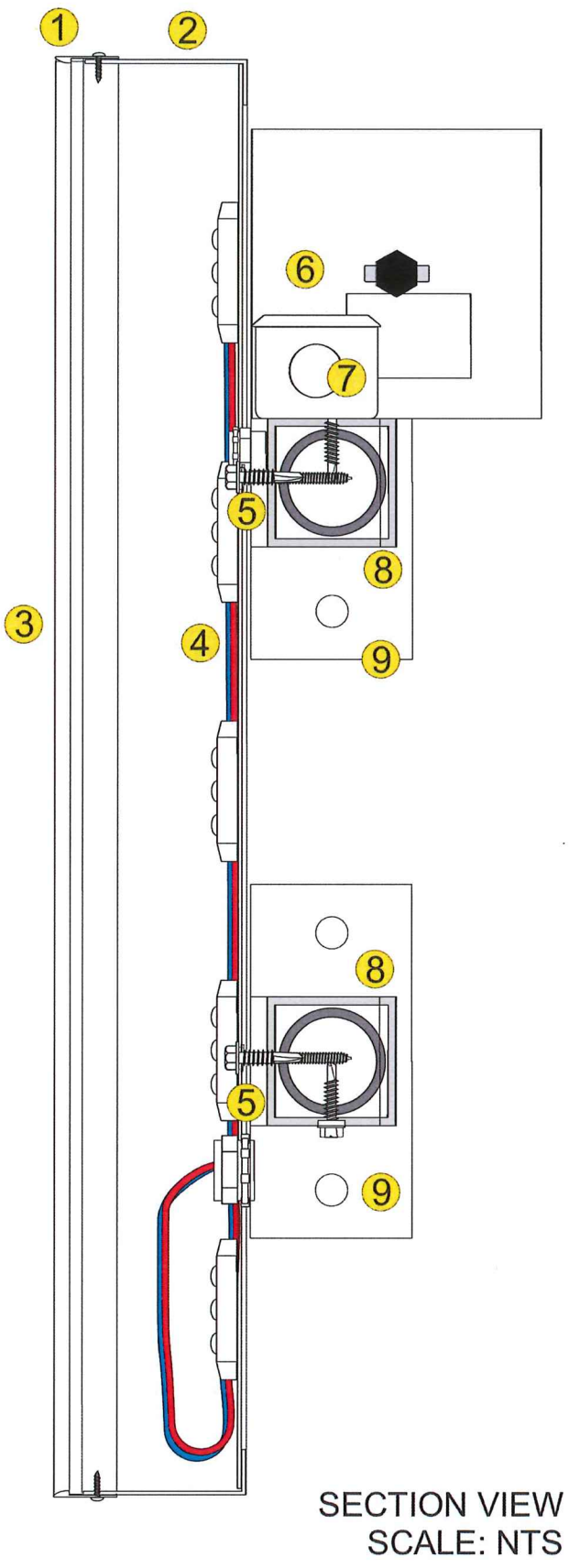
10447 Drummond Rd, Philadelphia, PA 19154

STORE SIGNAGE: FACE LIT on RAILS



- 1) Trim Cap - BLACK
w/ Low Profile Pan Head Screw
Painted to Match trim cap
- 2) Case (w/ 1/4" weepholes) - BLACK
Painted to Match
- 3) Face - 3/16" Acrylic - WHITE
w/ Red Trans Vinyl Overlay to match 1797c
- 4) LEDs - WHITE
- 5) Appropriate fasteners- zinc coated
min of 3) per letter (or as required)
- 6) 4 1/2" x 4" rcwy ;
- in metal box w/ cut-off switch
- Class II low voltage wiring to letters
- 7) Junction Box & Primary Power Supply
- 8) 2" Sq Tube Rail
- 9) RA-DRCT-BP

NOTE: Rail to be adjustable
to meet the inside of the alcove in the brick
Painted SW 6123 Baguette



RALLY HOUSE

LOCATION: 1628-36 Chestnut St
Philadelphia, PA 19103

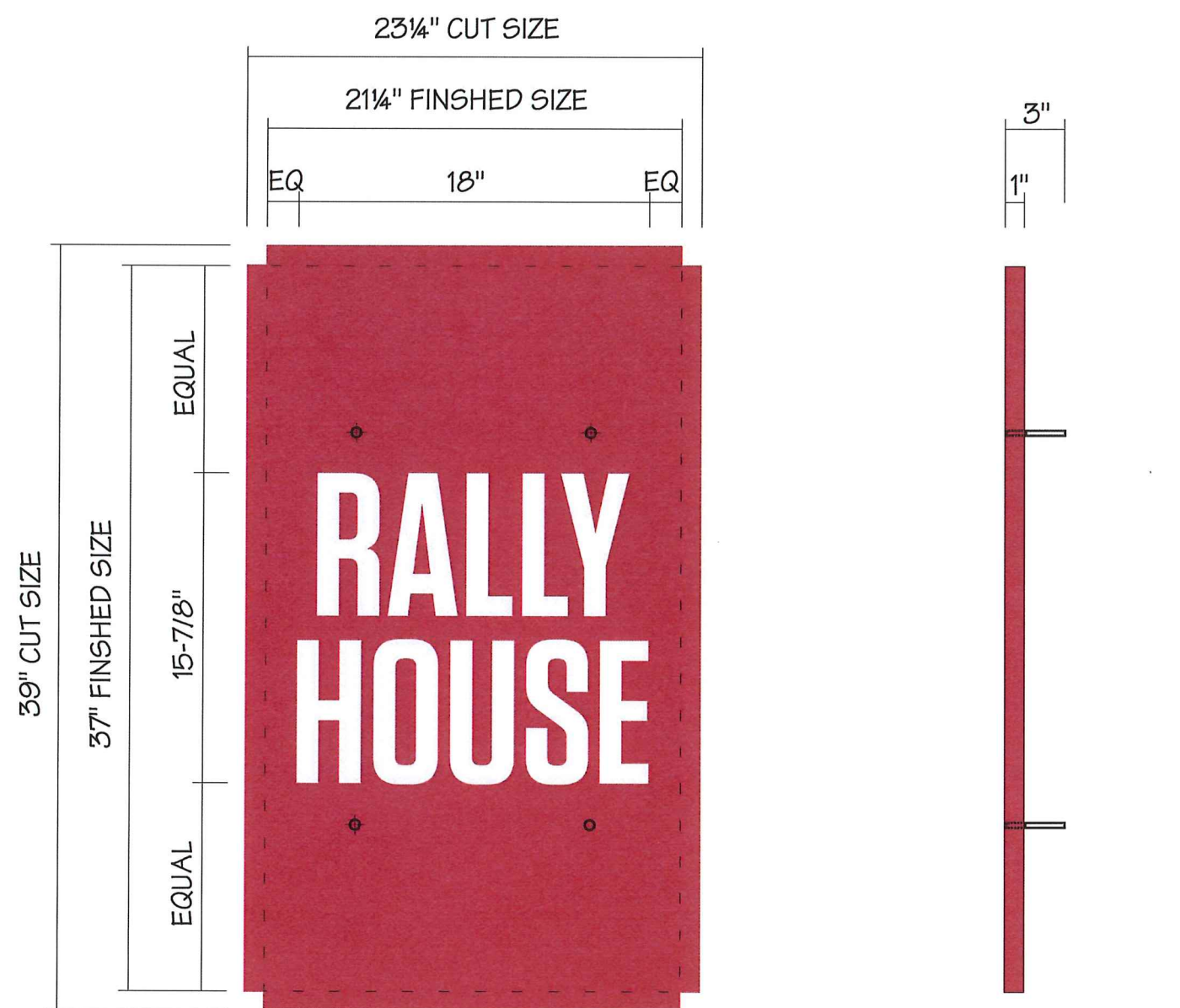
SCALE: as noted
PG: 2 of 5
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STORE SIGNAGE: ALUMINUM PAN SIGN



Qty 2
.090 Bent Aluminum Pan Sign
Painted PMS 1797c
w/ 1st Surface White Vinyl

Cut Size 39" x 23 1/4"
Finished Size 37" x 21 1/4"

#10 x 3" Aluminum Studs
Welded to Back Side
of Face for Mounting

RALLY HOUSE

LOCATION: 1628-36 Chestnut St
Philadelphia, PA 19103

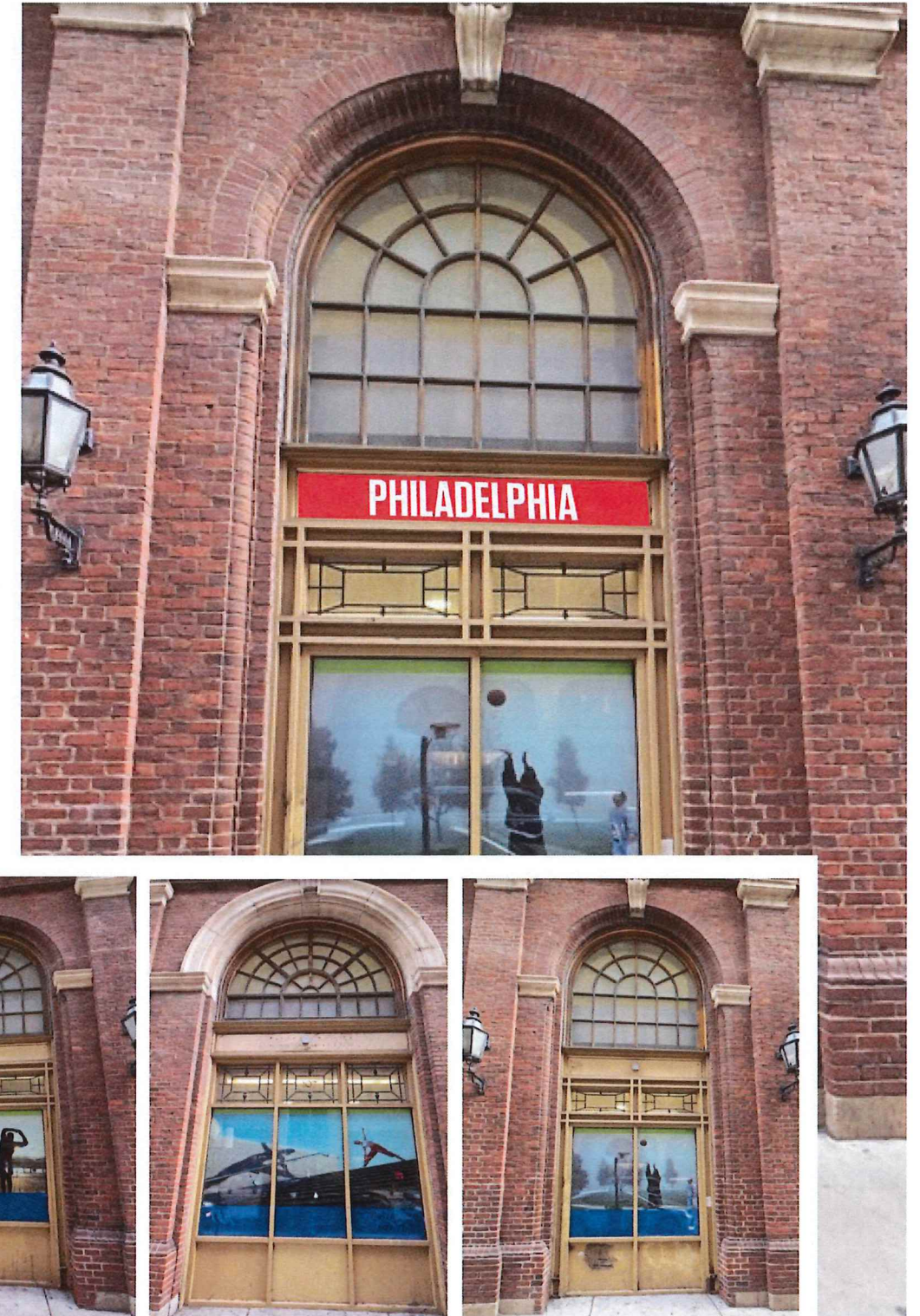
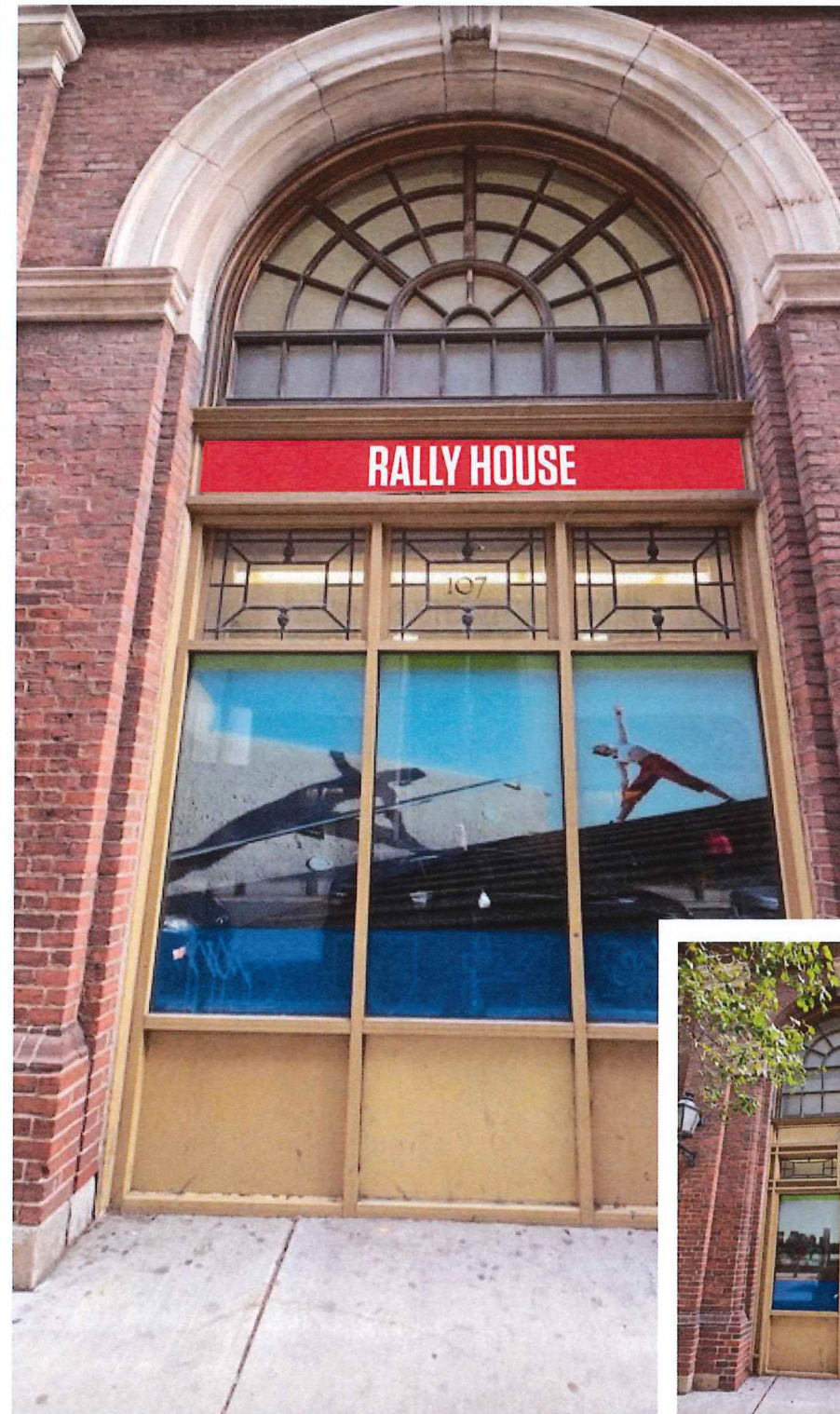
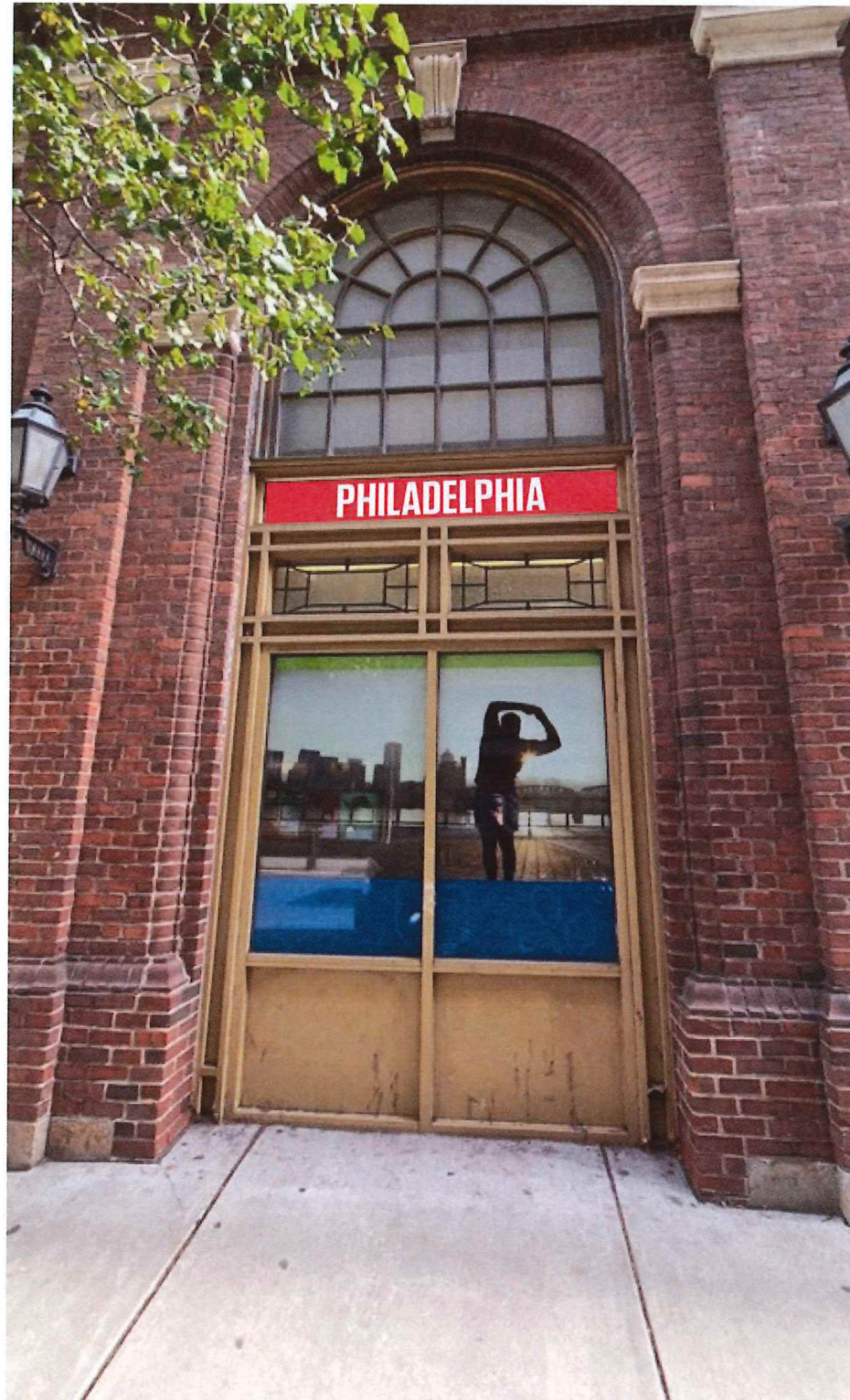
SCALE: as noted
FILE: RH_Phil_PA_1628-36 Chestnut St_sign package_Opt B (RED)

PG: 3 of 5
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10447 Drummond Rd, Philadelphia, PA 19154



OPTION B

RALLY HOUSE

LOCATION:

1628-36 Chestnut St
Philadelphia, PA 19103

SCALE: as noted

FILE: RH_Phila_PA_1628-36 Chestnut St_sign package_Opt B (RED)

PG: 4 of 5

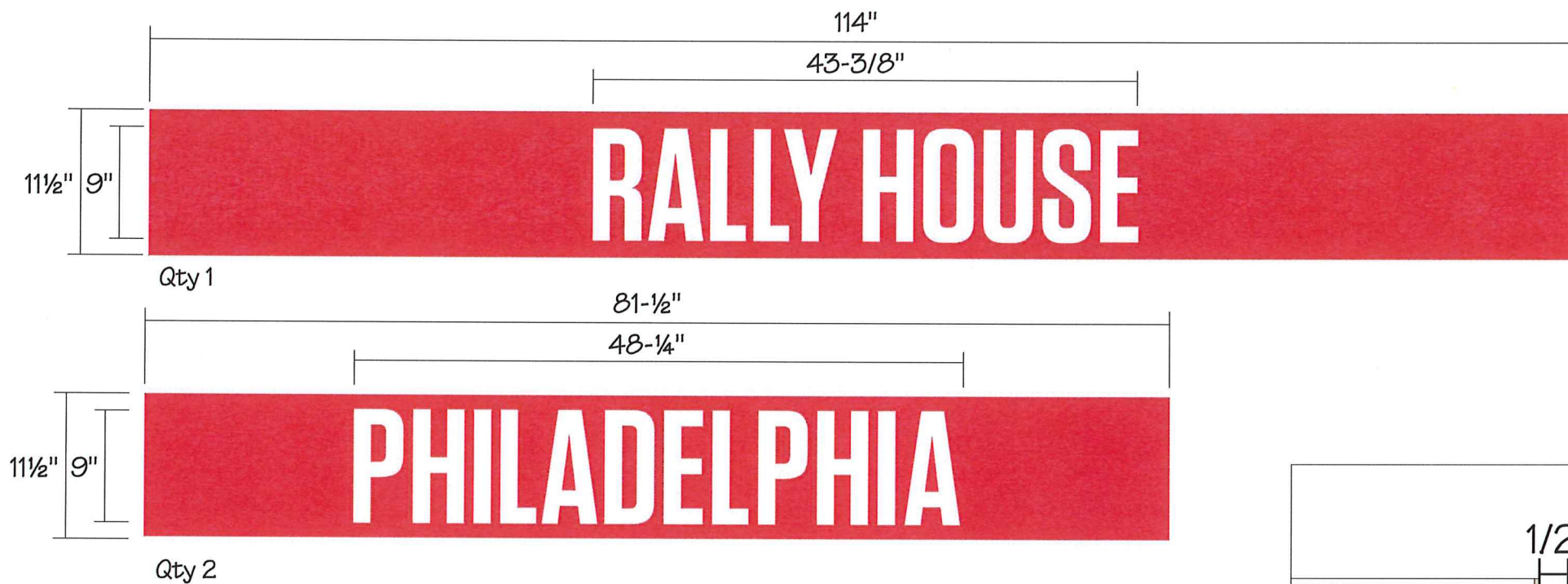
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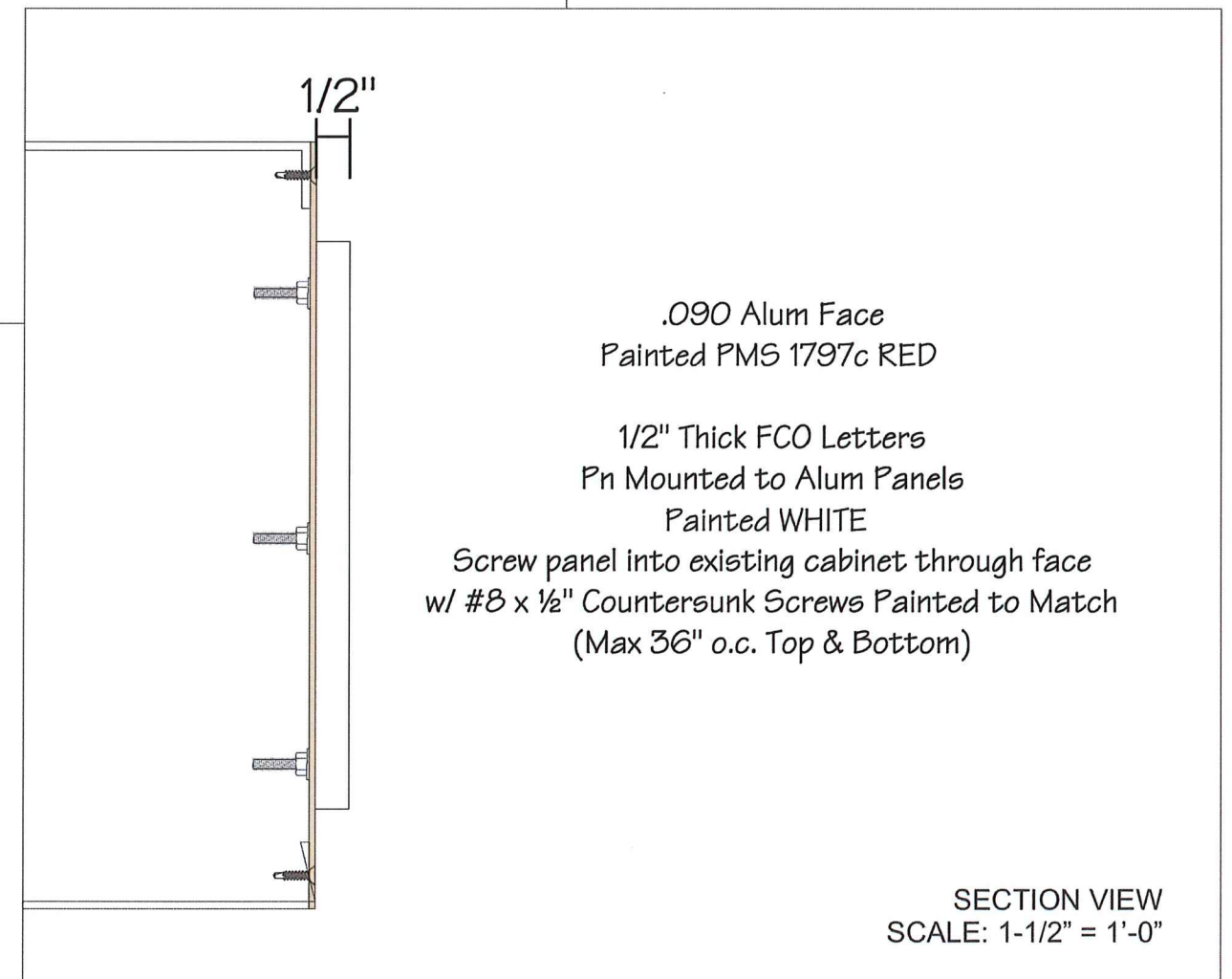
forman signs
10447 Drummond Rd, Philadelphia, PA 19154

STORE SIGNAGE: FCOs on ALUMINUM PANELS



FACE VIEW
SCALE: 1-1/2" = 1'-0"

OPTION B



RALLY HOUSE

LOCATION:

1628-36 Chestnut St
Philadelphia, PA 19103

SCALE: as noted

FILE: RH_Phil_1628-36 Chestnut St_sign package_Opt B (RED)

PG: 5 of 5

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