

Philadelphia Art Commission  
One Parkway Building  
1515 Arch St., 13th Floor  
Philadelphia, PA 19102  
[artcommission@phila.gov](mailto:artcommission@phila.gov)



Philadelphia  
**Art Commission**  
CITY OF PHILADELPHIA

### Art Commission Signage Review Cover Letter

Date: 1/16/20

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

Sign Location (Address): 1822 Chestnut St On Public Property? ☒ Yes ☐ No

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

☐ Yes (specify): \_\_\_\_\_ ☐ No ☒ Unsure

Total Number of Signs: 2 Type(s) of Signs (check all that apply below):

☒ Wall ☒ Projecting/Blade ☐ Marquee ☐ Awning or Canopy ☐ Building ID (above 2<sup>nd</sup> 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	wall	36" x 156"			<input checked="" type="checkbox"/>
2	Projecting blade	23.5" x 36"			<input checked="" type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>

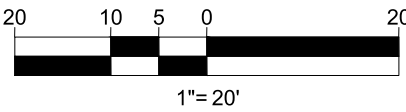
Additional Description (optional) (details, background/context, purpose/need, specific requests, etc.):

#### Primary Contact for Art Commission Communications:

Name: Zoofshan Raza  
Company: Signarama  
Address: 101 E Luzerne St  
Email: [REDACTED]  
Phone: [REDACTED]

#### Contact to Receive Art Commission Decision (if different):

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_



CHESTNUT ST.



26'

15'

B1 B2

1822  
4  
STORY  
BUILDING

122' (OAL)

26'-10"

18th Street



DESIGN CRITERIA

PA

CODE: IBC 2021 / ASCE 7-16

**Ground Snow Load - Pg = 39 psi**

Snow Exposure Factor Ce = 0.9 for fully exposed  
(1.0 for Partially exposed) Snow Load Importance factor I = 1.0

Thermal factor Ct = 1.2 (for Unheated structure)

**Wind Loads:**

**Basic Wind Speed V = 124 mph**

Wind Importance Factor I = 1.0

Wind Exposure Category = C (for open terrain). Use B inside the city.

Force Coef Cf= 1.0 to 1.95 depends on the shape and dimension of the sign. Gust Factor G = 0.85

PREPARED BY/ SIGN CONTRACTOR:

PREPARED FOR:

**Signarama**

The way to grow your business.

Production Documents

101 E Luaneau St Philadelphia, PA 19124

215-333-3337 | F: 215-333-7442

www.signaramaphilly.com | design@signaramaphilly.com

1822 Chestnut St

Philadelphia, PA 19103





Existing

HARAZ ELEVATION

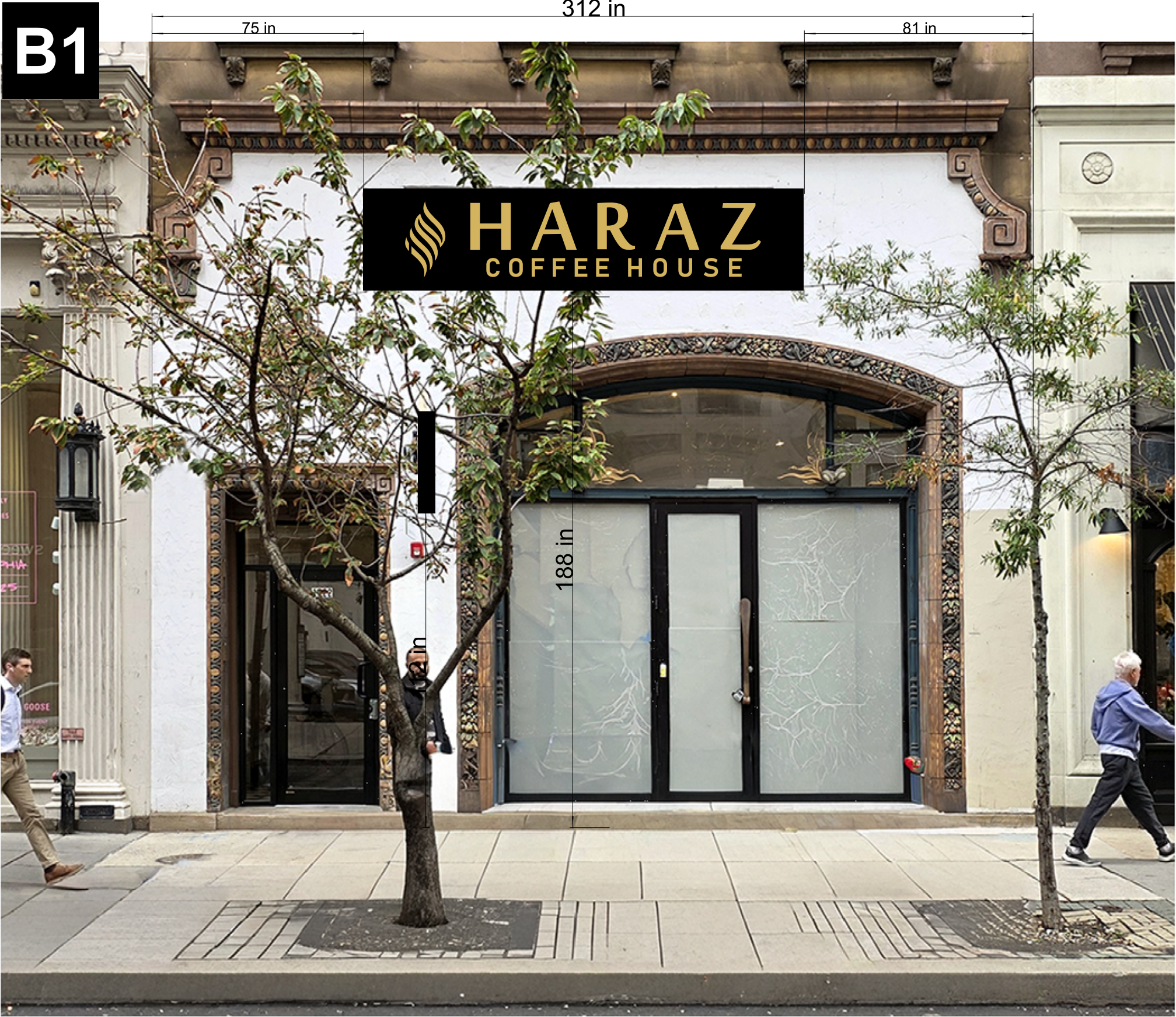
**WALL SIGN**  
36" x 156" x 3"DP Fabricated Sign to be constructed with 3" Alum Angle overlay with .080 Alum to be painted Black. 1.5" Deep Halo-Lit Illuminated Fabricated with Gold Finish Letters mounted to Sign Cabinet. Secure with Tapcons

**PROJECTED BLADE SIGN**  
25" x 36" x 3"DP Fabricated Sign to be constructed with 3" Alum Angle overlay with .080 Alum to be painted Black. 1.5" Deep Halo-Lit Illuminated Fabricated with Gold Finish Letters mounted to Sign Cabinet. Mounting Plate



SIDE VIEW

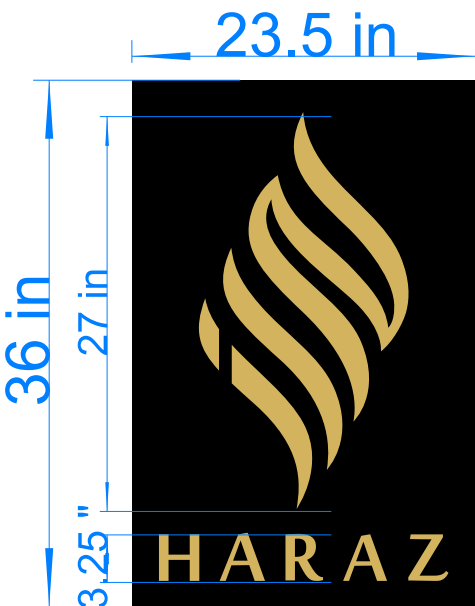
EXTERIOR BLADE SIGN



FRONT VIEW

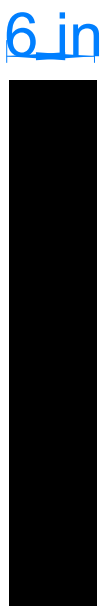
EXTERIOR WALL SIGN

DESIGN CRITERIA	PA
CODE: IBC 2021 IASCE 7-16	
Ground Snow Load - Pg = 39 psi	
Snow Exposure Factor Ce = 0.9 for fully exposed	
(1.0 for Partially exposed) Snow Load Importance factor I = 1.0	
Thermal factor Ct = 1.2 (for Unheated structure)	
<b>Wind Loads:</b>	
Basic Wind Speed V = 124 mph	
Wind Importance Factor I = 1.0	
Wind Exposure Category = C (for open terrain), Use B inside the city.	
Force Coef Cf = 1.0 to 1.95 depends on the shape and dimension of the sign. Gust Factor G = 0.85	



B2

6.25 SQFT



B1

39 SQFT

