

January 8, 2025
Philadelphia Art Commission
Application for Sign Approval

On behalf of Work to Ride's McCausland Arena, Becker and Frondorf is submitting this application for review to the City of Philadelphia Art Commission. Please refer to the project information below and the attached project packet.

Project Applicant and mailing address for the commission's decision:

Work to Ride
Lezlie Hiner, Executive Director
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Philadelphia, PA 19131

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Additional email for the commission's decision: seng@beckerfrondorf.com

For questions regarding the application:

Contact: Sandra Eng, Project Manager, Becker and Frondorf
Phone: 215-534-7687
Email: seng@beckerfrondorf.com

Work to Ride's new McCausland Arena is under construction and anticipates being completed in April 2025. There will be (2) two exterior signs.

These are new signs.

1) Entrance sign (Images to be submitted separately)

This is a free-standing sign that will be mounted into the ground beside a path leading from the sidewalk to the main entrance of the arena.

The sign board is made of high density urethane (HDU) with an aluminum face. It will be labeled with, Chamounix Stables, the Work to Ride logo, and Office and Arena on one side. It will be a white sign on both sides, with dark blue graphics on one side. The back will be blank.

The size of the board is 36" high x 36" wide x and 1.32" thick, with chamfered corners.

The posts are made of aluminum, painted black. There will be (2) 4"x4" posts that stand 66" high on either side of the sign board.

Overall, the sign will be 66" high x 48" wide.

2) Exterior Wall Mounted Building Name (Images to be submitted separately)

McCausland Arena will be two separate words stacked, Halo-Lit layered graphics that are pin mounted to the exterior metal panel of the arena building. The halo-lit letters will be made of high density urethane (HDU). The letters will be black and the halo-cloud will be color matched to the metal panel of the building. The color name is: "Desert Sand" from Nucor.

A link to the color is here: <https://www.nucorbuildingsystems.com/products/colors/>

The color temperature of the backlit lighting will be 5000K, and 320LM/FT

The word clouds will be 23.5" high x 192" wide and 23.2" high x 98.8" wide. The cumulative size of the signage when the words are stacked is 54" high x 192" wide. The letters and halo-cloud will be 1" thick, and with the pin mounting the signage will project approximately 2.5" from the face of the metal panel wall.

The attached packet of materials includes:

Photographs: (taken on 12/17/24)

- The entire building from the street, and a view of the façade at the entrance.
- The view on either side of the new arena. Note, there are no buildings on either side of the arena building.
- A view down the block, looking both to the left and right of the arena
- A view across the street. Note, there are no buildings across the street from the arena building.

Renderings:

- A plan of the site indicating the intended locations of the signs
- Perspective images of the signs based on recent renderings of the buildings

Thank you for considering this project and we look forward to hearing the commission's decision.

Sincerely,



Sandra Eng
Project Manager

Work to Ride: McCausland Arena Signage Approval

Contents

- Site Photographs
- Site Plan
- Post Mounted Sign
- Building Mounted Sign

Site Photographs



Entire building facade



Façade at entrance

Site Photographs



View to the left



View to the right

Site Photographs



View across the street

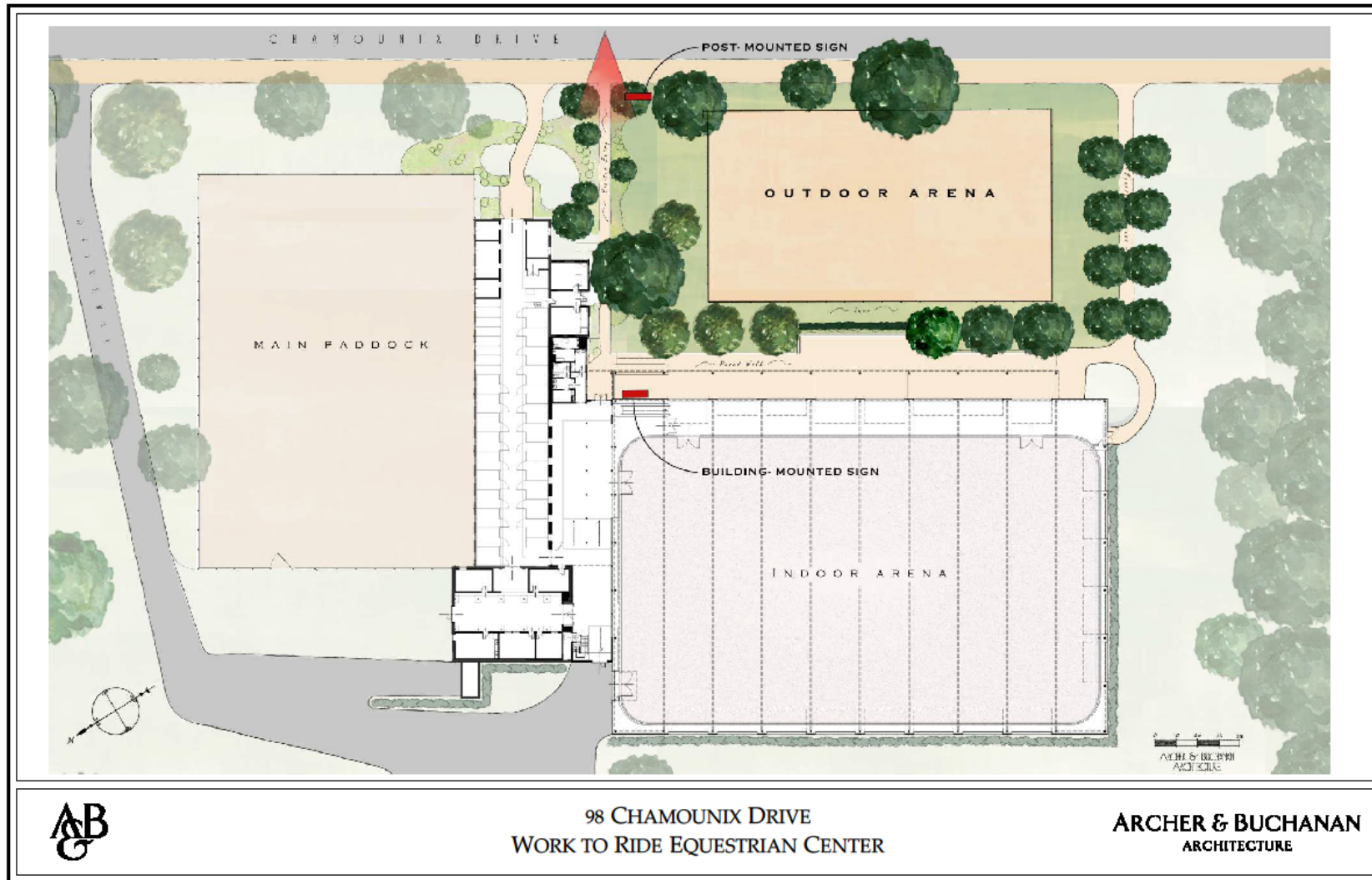


View across the street

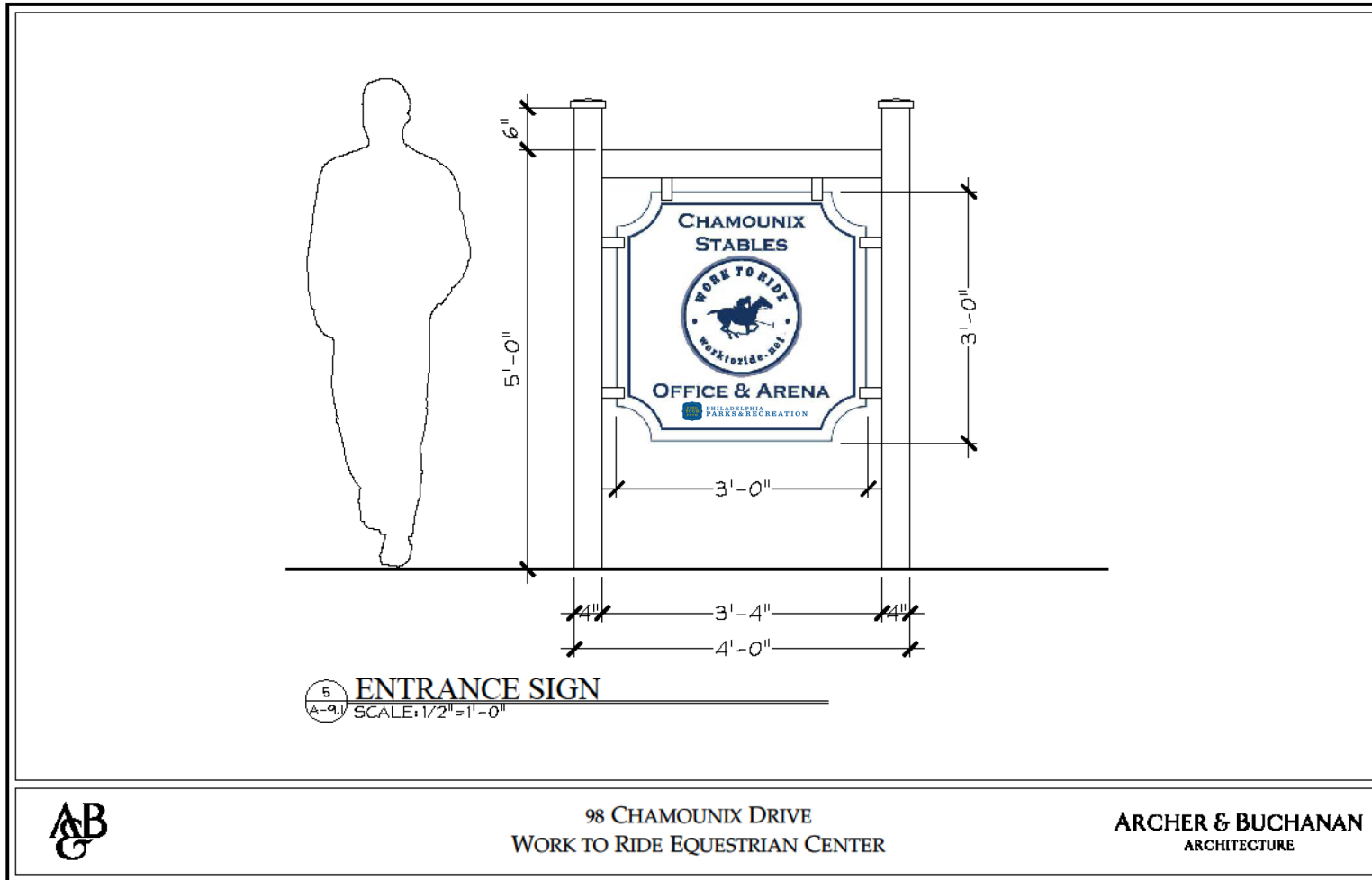
Site Photograph/Mock up



Site Plan



Post Mounted Sign



Materials:

- Aluminum posts, painted black
- 4"x4" square posts
- High density urethane board, 1" thick
- White board on both sides
- No graphics on the back side
- Dark blue graphics on the front

Post Mounted Sign



Materials:

- High density urethane board, 1" thick
- White board on both sides
- No graphics on the back side
- Dark blue graphics on the front

Building Mounted Sign



Materials:

- High density urethane halo cloud, 1” thick
- Black letters on cloud background that is color matched to the metal panel
- Backlit around letters

Building Mounted Sign – night view



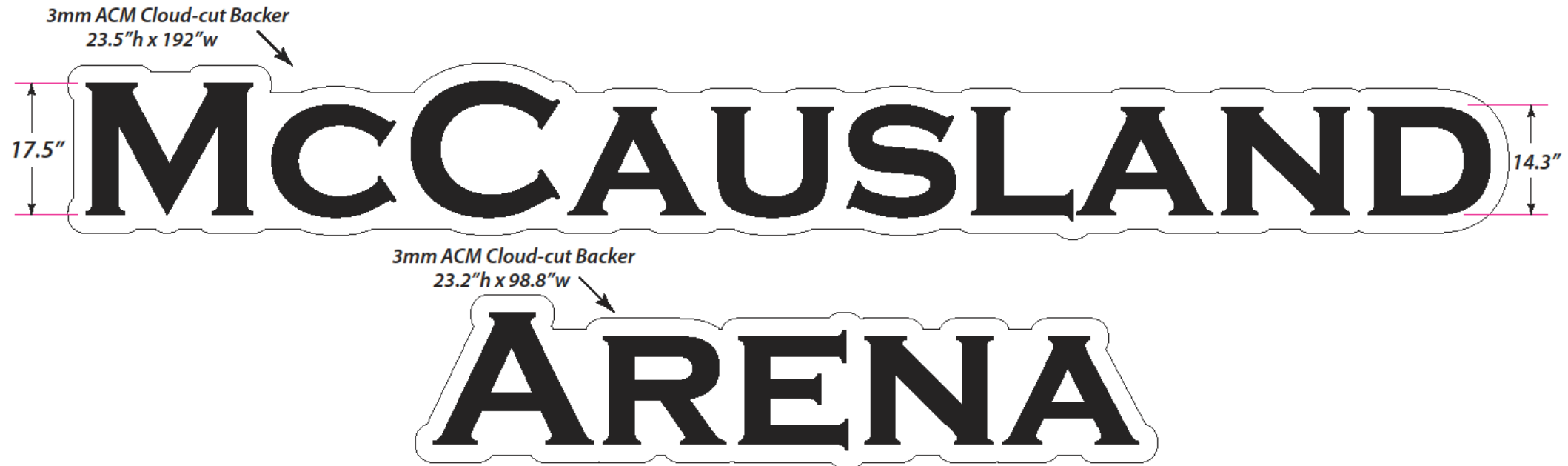
Back lighting:

- A white glow behind the black letters will be backlit
- Color temperature is 5000K
- The lumens are 320 LM/FT
- The cloud-cut backer behind the letters is not part of the lighting
- The color of the cloud will match the metal paneled wall
- To be on a dusk until dawn timer

Building Mounted Sign

Dimensions:

- Top cloud 23.5" h x 192" w
- Bottom cloud 23.2 h x 98.8" w
- Overall 54" h x 192" w



Façade rendering



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