

## BROWN EXPEDITING SERVICES

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March 10, 2025

Philadelphia Art Commission  
1515 Arch Street, 13<sup>th</sup> Floor  
Philadelphia, PA 19102

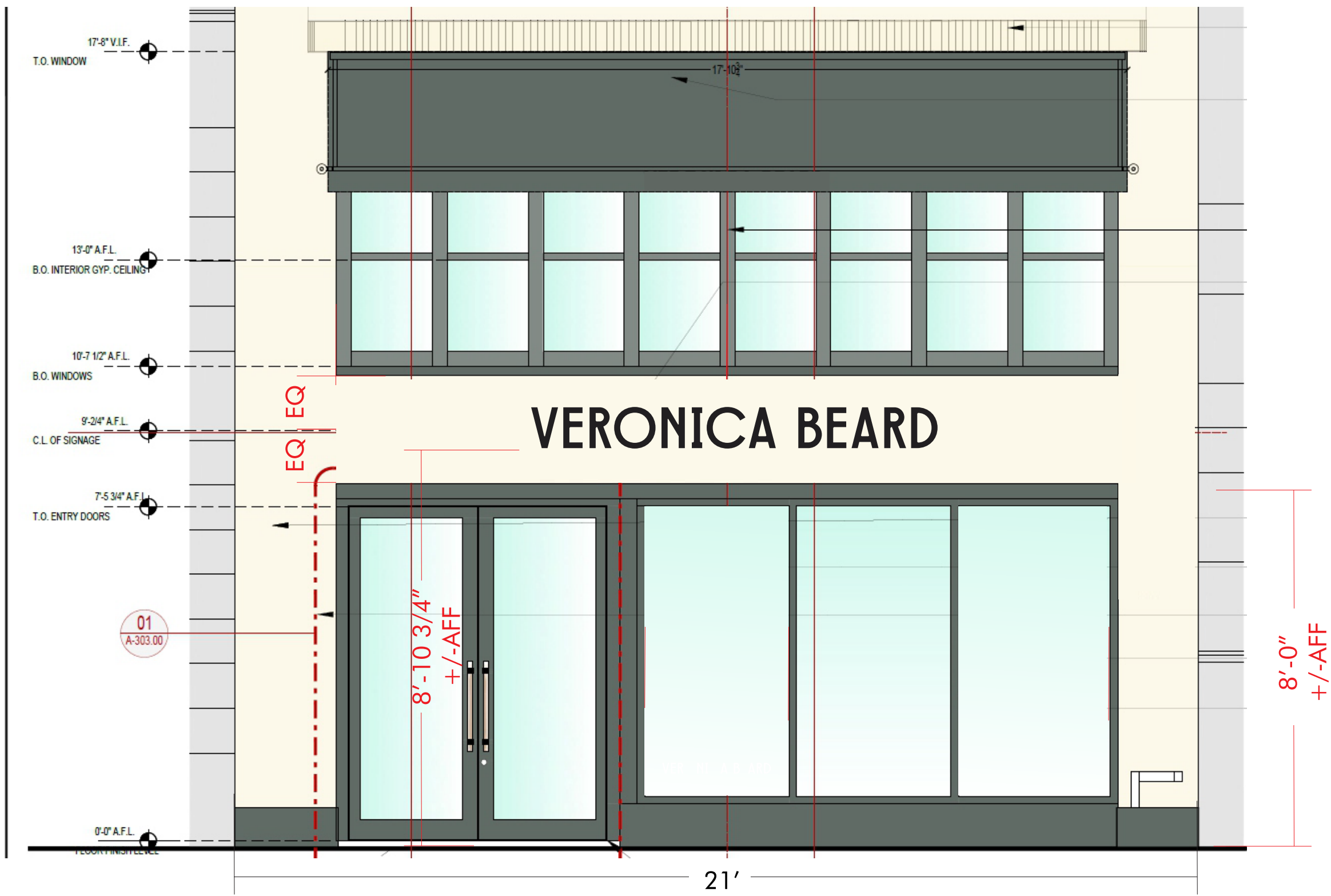
Re: 1709 Walnut Street

Dear Sign Committee,

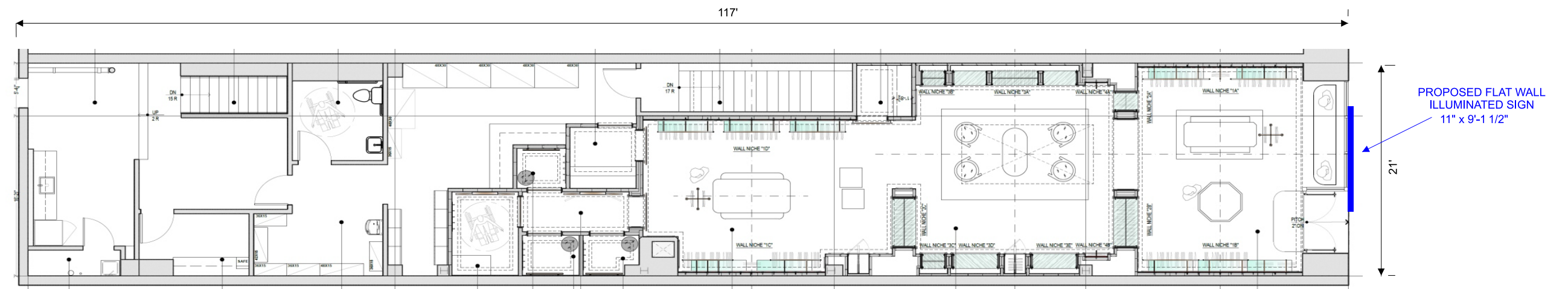
Please see the attached drawing for the proposed 11" x 9'-1 1/2" illuminated wall sign for Veronica Beard, a new tenant.

If you have any questions or need any further information, please contact me.

Thank you,  
Linda Brown



Storefront Elevation



Site Plan  
1" = 10'

**VERONICA BEARD**

**Project:**  
 Veronica Beard  
 1709 Walnut Street  
 Philadelphia, PA 19103

**Client:**  
 Veronica Beard  
 Contact: Roxy Hedrati  
 Filename:  
 24325 Veronica Beard - Philadelphia  
 R2

**Revisions:**  
 Initial Design DF 02/10/2025  
 R2 DI 03/7/2025  
 Page 1 of 5



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other Applicable local codes. This includes proper grounding and bonding of the sign. The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) of the national electric code

**SOUTHWEST SIGN CO.**

1852 POMONA RD., CORONA, CA 92880  
 P: 951-734-6275 F: 951-735-9667 CSL#724929  
 WWW.SOUTHWESTSIGN.COM

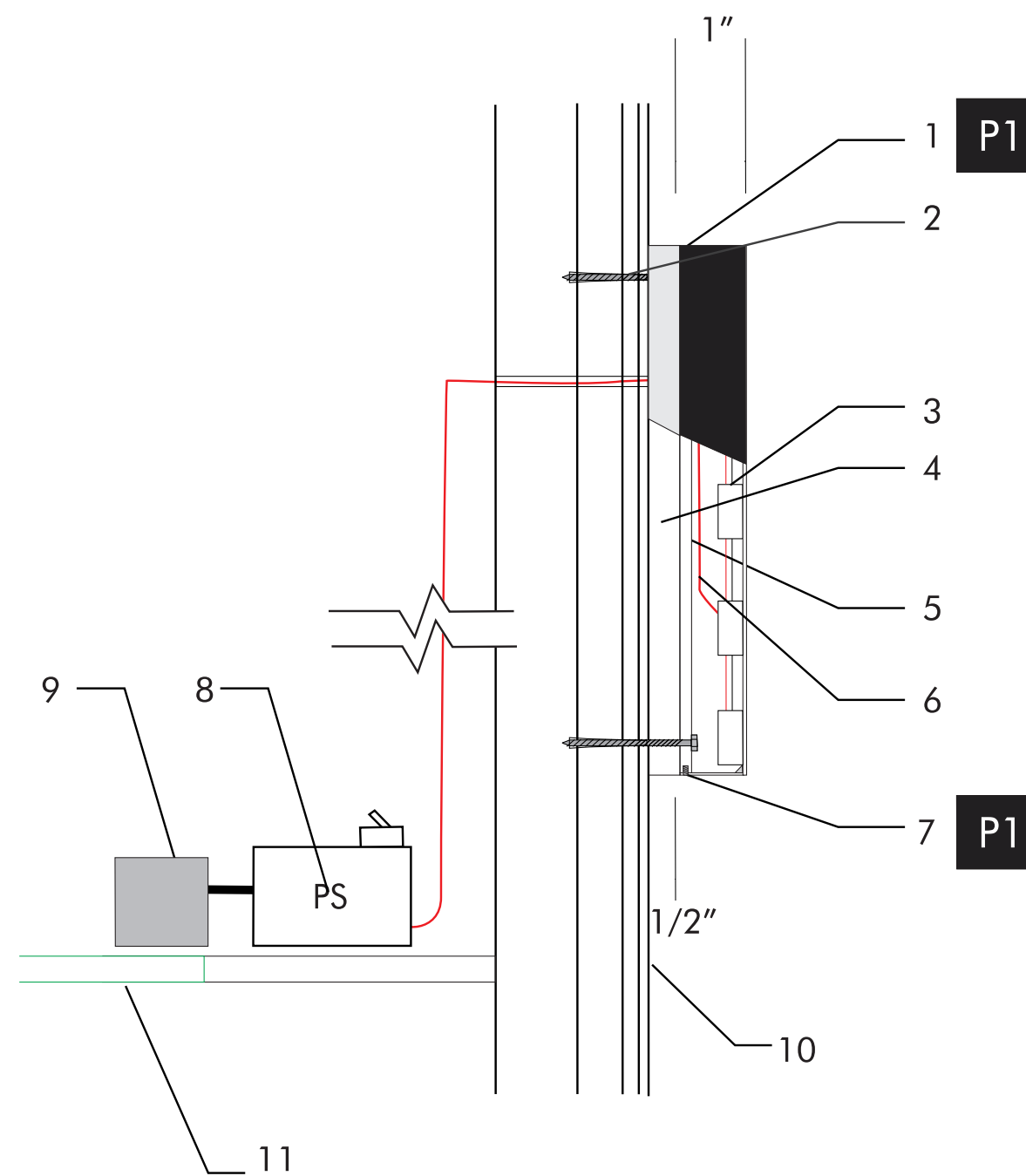
9'-1 1/2"

11"

# VERONICA BEARD

## Sign 1.1 Detail

(1) set of fabricated aluminum halo back letters with paint finish and internal white LED illumination



### Halo Back Channel Section

Scale 3" = 1' 0"

1. Fabricated reverse halo back channel letters painted P1
2. #10 Screws and shields (4) per ltr, typ.
3. Internal LED illumination, 4000K
4. 1/2" frosted acrylic halo back
5. 3/16" clear lexan backer glued to plex
6. Low voltage leads
7. 6/32 countersunk set screws thru lexan back  
Screws mounted flush (4) per ltr, typ. painted P1
8. Remote Class 2 LED power supply in accessible location at access panel with disconnect switch.
9. Incoming primary power by others at access panel
10. Wall - black metal sign band/gyp. board/studs, typ.
11. Access - VIF/TBD

**P1** RAL 9004 Satin finish

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1709 Walnut Street



ACROSS WALNUT STREET



Looking East on Walnut Street



Looking West on Walnut Street

