SAUL EWING ARNSTEIN & LEHR LLP

Gary R. Clarke
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www.saul.com

August 12, 2020

VIA ELECTRONIC MAIL
Ms. C. Beige Berryman
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

RE: 907 Market St, Philadelphia PA – Primark Projecting Signs

Dear Beige:

I am submitting this cover letter and the enclosed materials for the matter of 907 Market Street (Primark) to be discussed at the Sign Committee meeting on August 19th, 2020. Enclosed please find documentation related to two (2) proposed projecting signs at 1025 Market Street.[1] The building is located on the north east corner of Market Street and 11th Street, and the signs' purpose is to identify a building tenant. The new proposed projecting signs will be located on the east side of 11th Street and the north side of Market Street. The enclosed materials include:

- photographs of the building and neighboring buildings;
- drawings of the signs, showing their dimensions, materials and colors;
- a perspective drawing and overlay showing the signs' actual location on the building;
- a plot plan showing the signs' position relative to the buildings' property lines; and
- a sidewalk section drawing.

If you have any questions regarding this matter, or if I can be of assistance to you in your review of this project, please call me at the phone number listed above.

Sincerely,

Gary R. Clarke

[1] 907 Market St is the official address pursuant to the zoning unity of use. The actual building address is 1025 market Street.

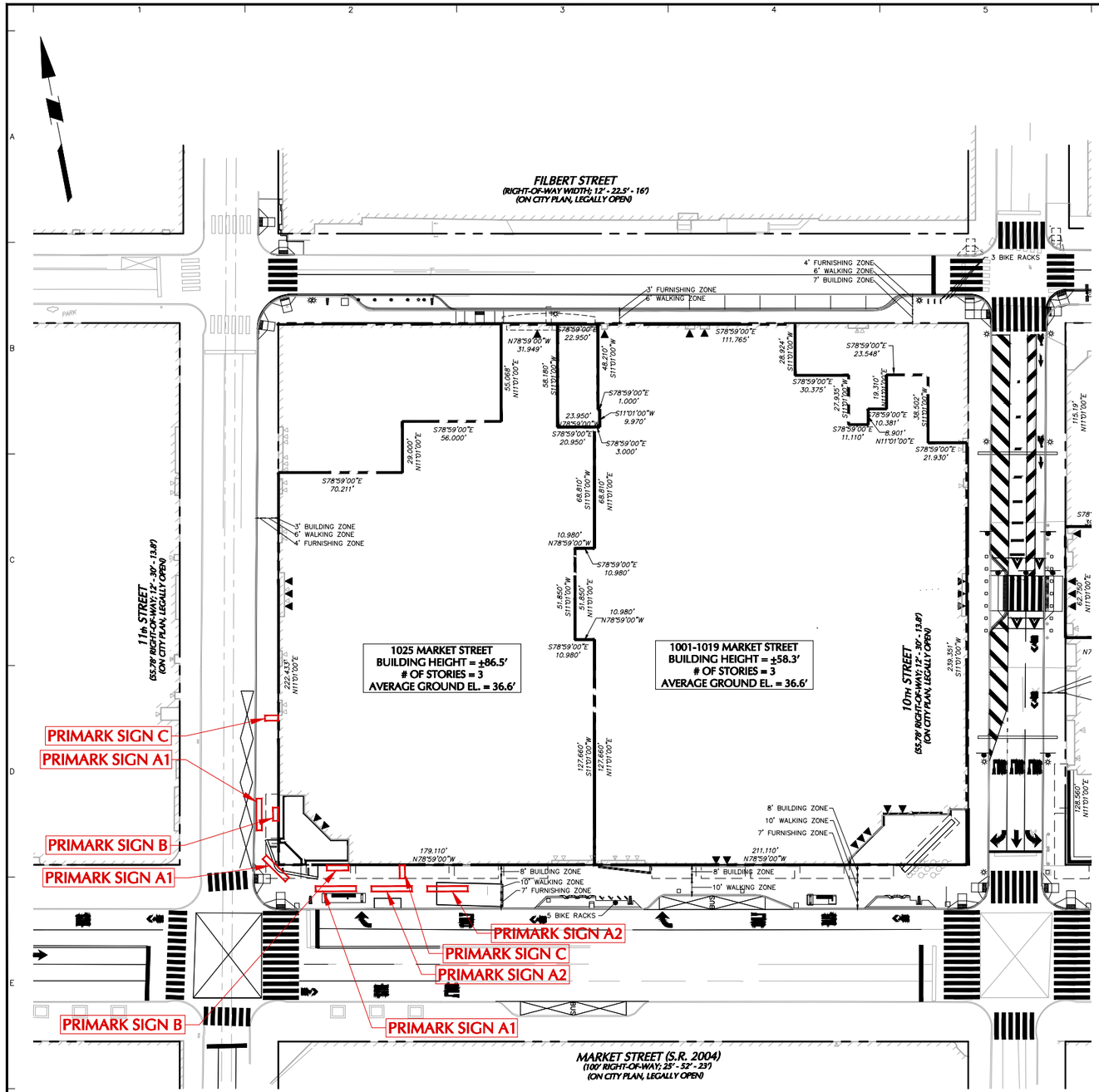
PRIMARK

CONCEPT SIGNAGE PACKAGE

AUGUST 12, 2020

FASHION DISTRICT
PHILADELPHIA

MACERICH PREIT JPRA ARCHITECTS SELBERT PERKINS DESIGN WRT WFW KH HDLC the lighting practice LANGAN



LEGEND

- PROPERTY LINE
- BUILDING LINE
- CURB
- TRAFFIC SIGN
- DOORWAY

PROJECT LOCATION MAP

N.T.S.

SOURCE: GOOGLE MAPS (2013)

THE EXISTING CONDITIONS DEPICTED ARE BASED UPON A FIELD SURVEY CONDUCTED BY LANGAN ENGINEERING.

No.	Description	Date
1.	REVISED PRIMARK SIGNS AND LOCATIONS	08/12/20

REVISIONS

SIGNATURE DATE SIGNED

BRIAN M. CONLON
PROFESSIONAL ENGINEER PA Lic. No. PE061782

LANGAN

1818 Market Street, Suite 3300, Philadelphia, PA 19103
T: 215.845.8900 F: 215.845.8901 www.langan.com

Langan Engineering, Environmental, Surveying and Landscape Architecture, D.P.C. S.A.
Langan Engineering, Environmental, Surveying and Landscape Architecture, D.P.C.
Langan Engineering and Environmental Services, Inc.
Langan CT, Inc.
Langan International LLC
Collectively known as Langan

Project

FASHION DISTRICT PHILADELPHIA

CITY OF PHILADELPHIA
PHILADELPHIA COUNTY PENNSYLVANIA

Drawing Title

ZONING SITE PLAN (PRIMARK)

Project No. 220082101
Date 3 AUGUST 2020
Scale 1"=30'
Drawn By SRQ/BDO
Checked By BDO/BMC

Drawing No. **ZS-300**

SCALE: 1 INCH = 30 FEET

PROJECT No. 220082101

LANGAN

© 2019 Langan

Filename: \\langan.com\data\PHdata1\220082101\Cadd Data - 220082101\SheetFiles\Zoning Plans\220082101 Primark Zoning Site Plan ZS-300.dwg Date: 8/12/2020 Time: 16:06 User: bowens Style Table: Langan.stb Layout: ARCHD-SL

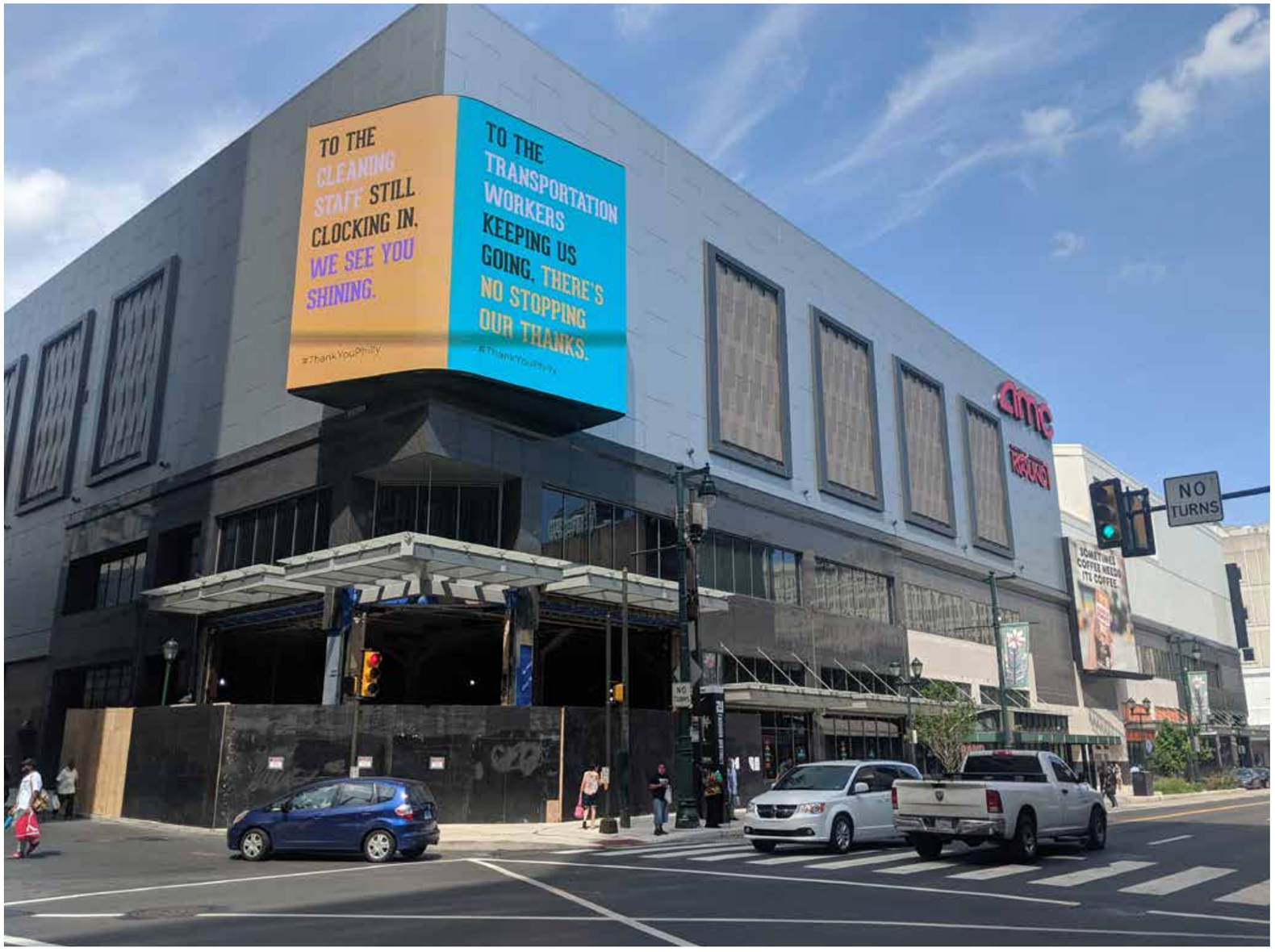
MACERICH PREIT JPRA ARCHITECTS SELBERT PERKINS DESIGN WRT WFW KH HDLC the lighting practice LANGAN

FASHION DISTRICT
PHILADELPHIA

AUGUST 12, 2020

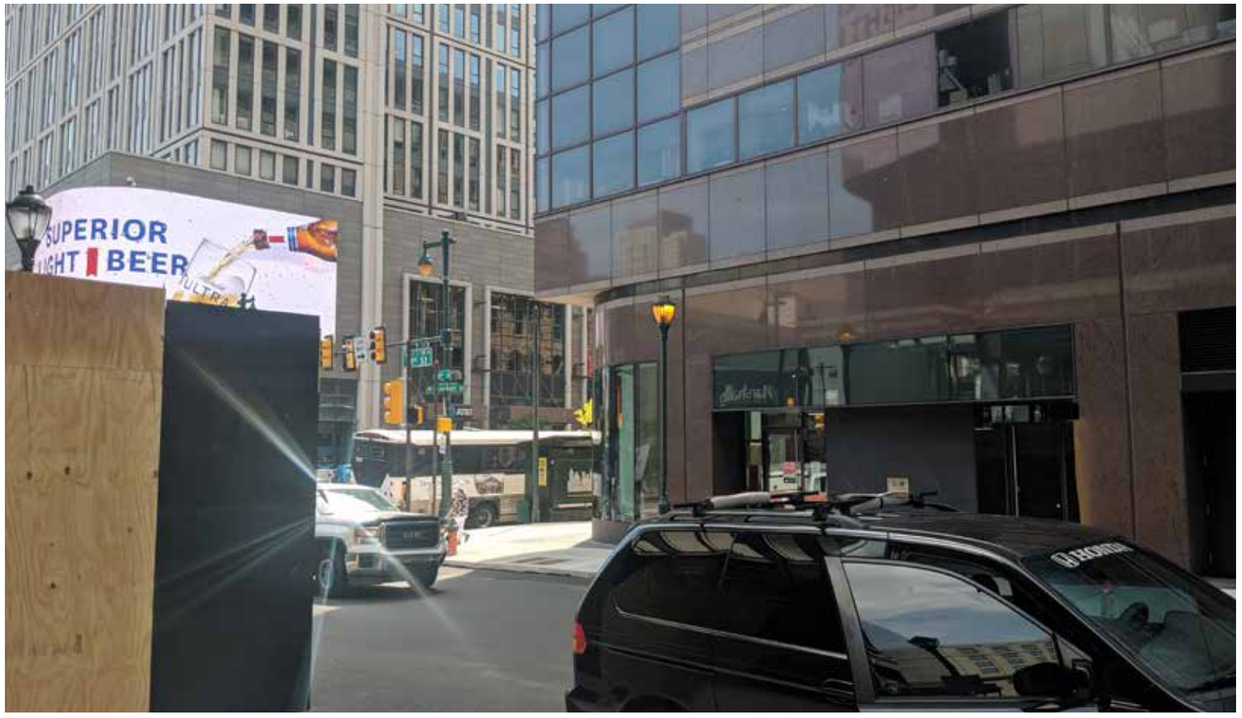
11TH & MARKET STREET PERSPECTIVE VIEW

SHEET
3

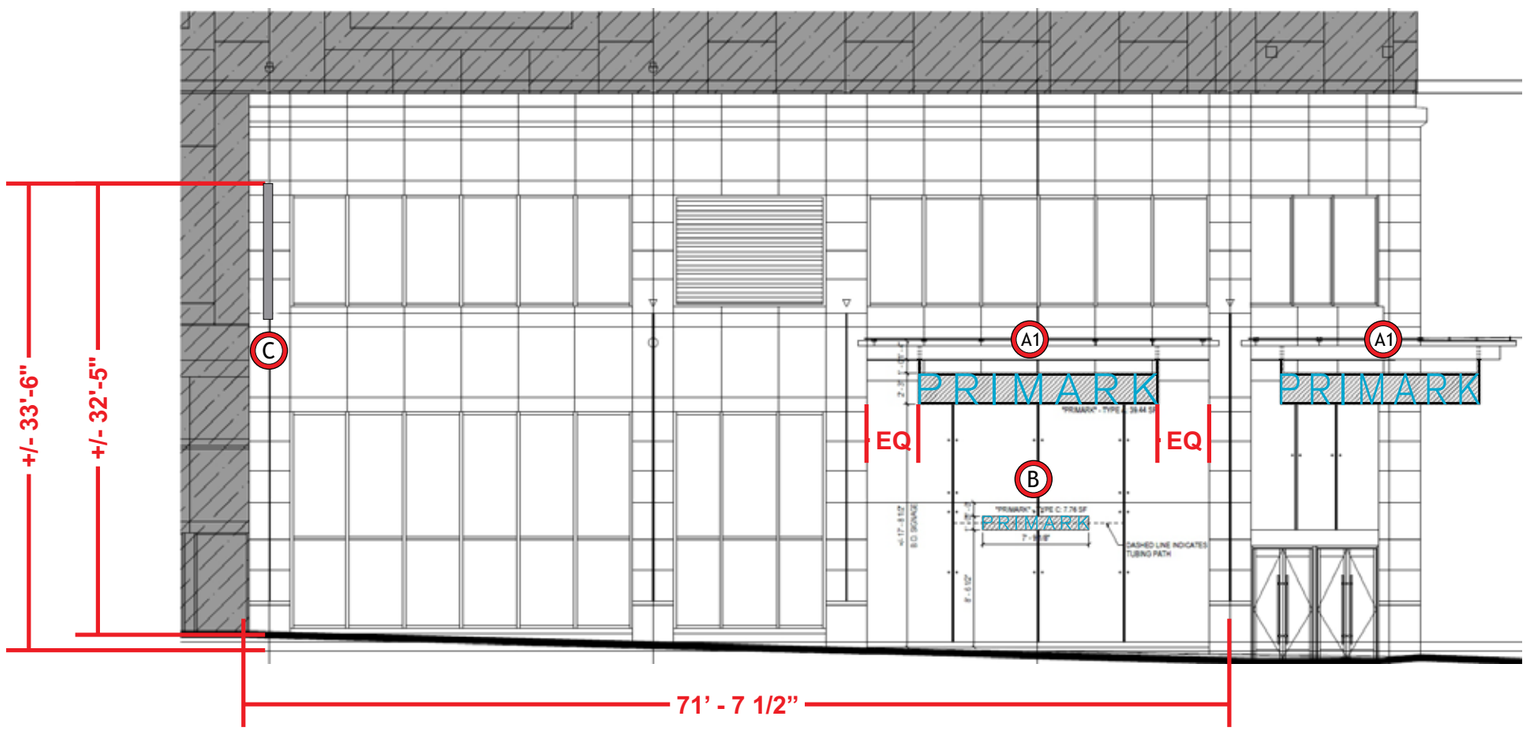

TO THE CLEANING STAFF STILL CLOCKING IN. WE SEE YOU SHINING.
#ThankYouPhilly
TO THE TRANSPORTATION WORKERS KEEPING US GOING. THERE'S NO STOPPING OUR THANKS.
#ThankYouPhilly
amc
NO TURNS

Marshalls
JUST ACROSS THE STREET

Marshalls
CVS pharmacy
AT&T


SUPERIOR
LIGHT BEER
ULTRA

EXTERIOR STOREFRONT - ELEVATION
Scale: 3/32” = 1’ - 0”



11TH STREET ELEVATION

SEE SECTIONS ON SHEET 8 FOR ALL SIGN DIMENSIONS

*ALL TENANT SIGNAGE, AND INSTALLATION BY TENANT ARE SUBJECT TO APPROVAL AND PERMITTING BY THE CITY OF PHILADELPHIA AUTHORITIES

A PRI27FL RPT susp Qty - 5
B PRI12FL RPT Qty - 2
C PRI BLD117 illum vert Qty - 2

Ruggles SIGN
93 Industry Drive
PO Box 349
Versailles, KY 40383
859.879.1199

WSA MEMBER

PRIMARK

Store Space

PHILADELPHIA, PA

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.

RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!

c UL us

Submittal Date: 06/15/20
Acct Rep: Aaron Smith
Designer: Jaye Williams

REVISIONS

r1: r6:
r2: r6:
r3: r7:
r4: r8:
r5: r9:

PAGE: 2

EXTERIOR STOREFRONT - ELEVATION
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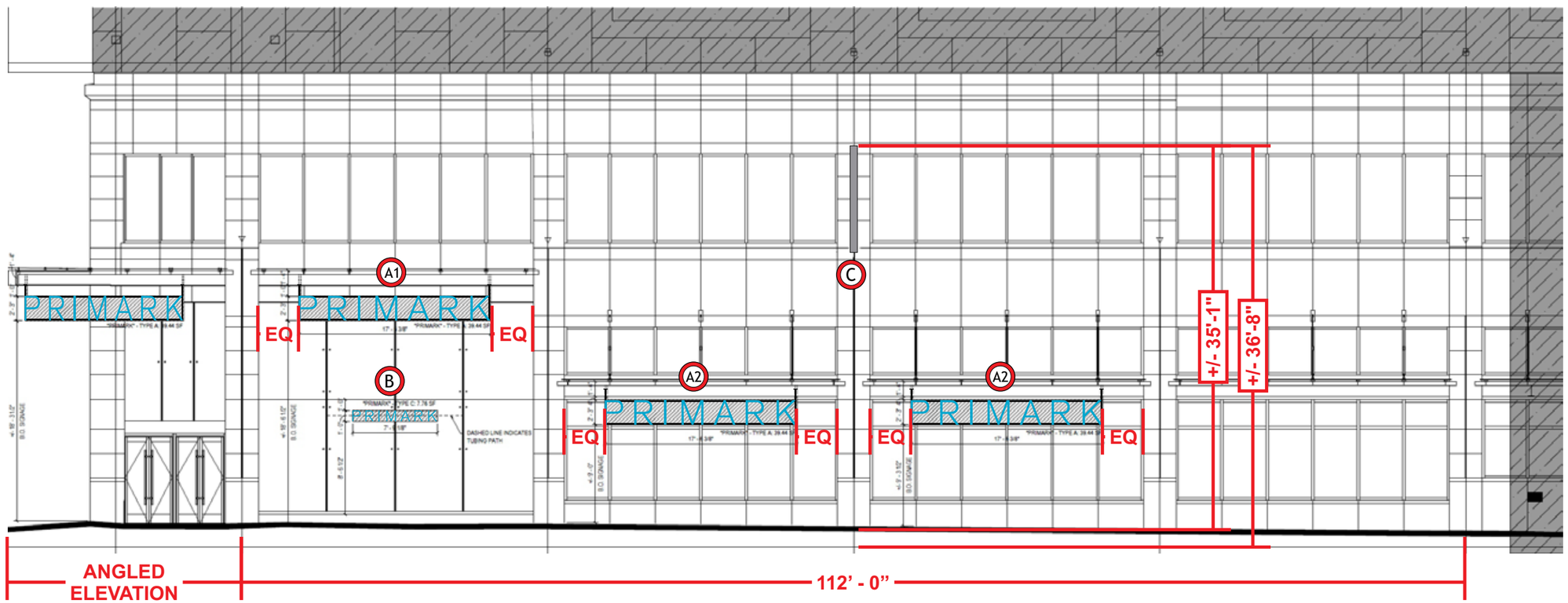

SEE SECTIONS ON SHEET 8 FOR ALL SIGN DIMENSIONS

MARKET STREET ELEVATION

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(B) PRI12FL RPT Qty - 2
(C) PRI BLD117 illum vert Qty - 2

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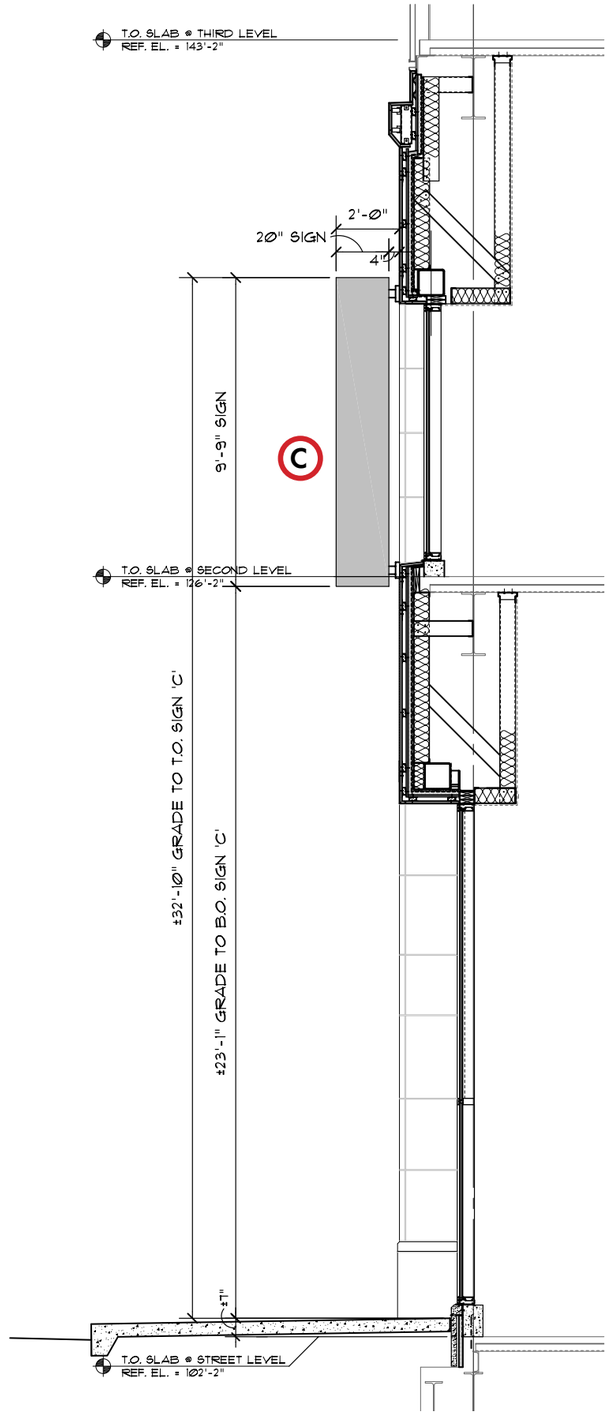
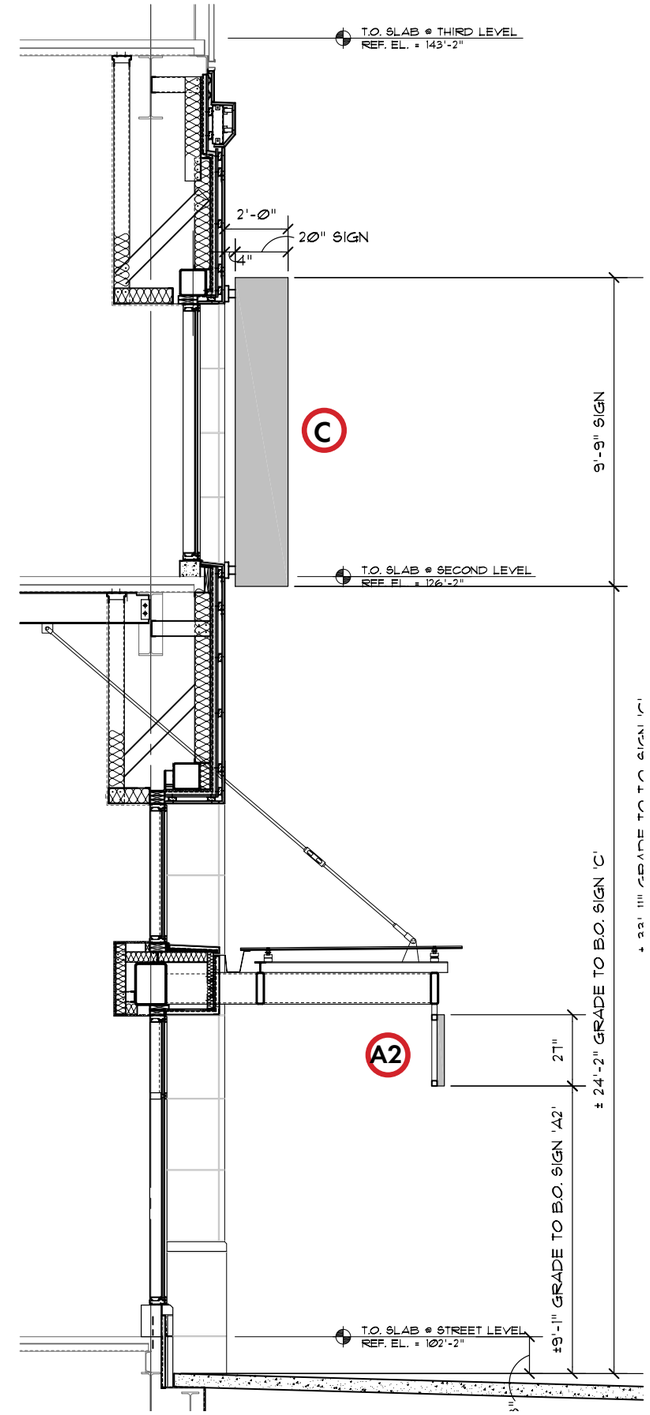
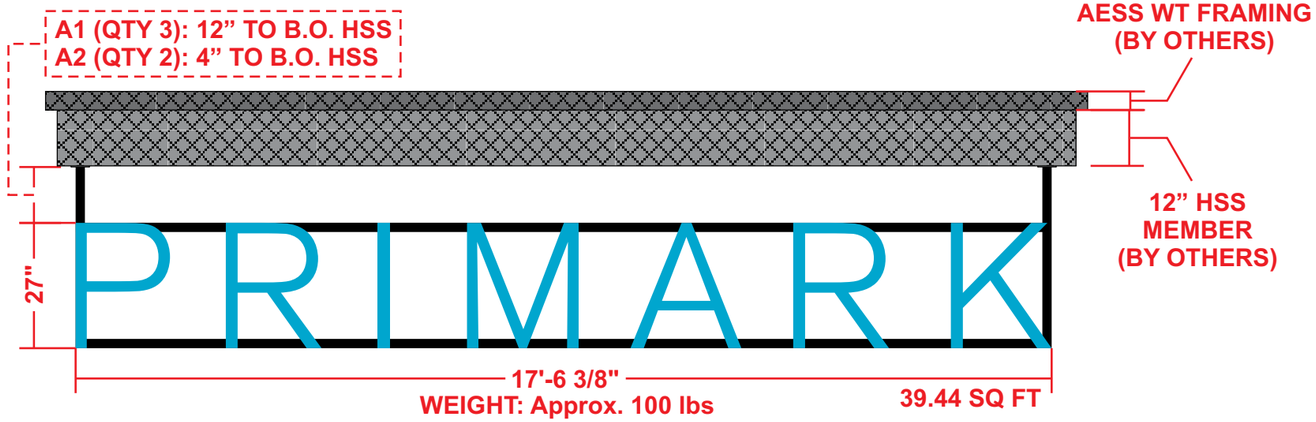


11TH STREET SECTION

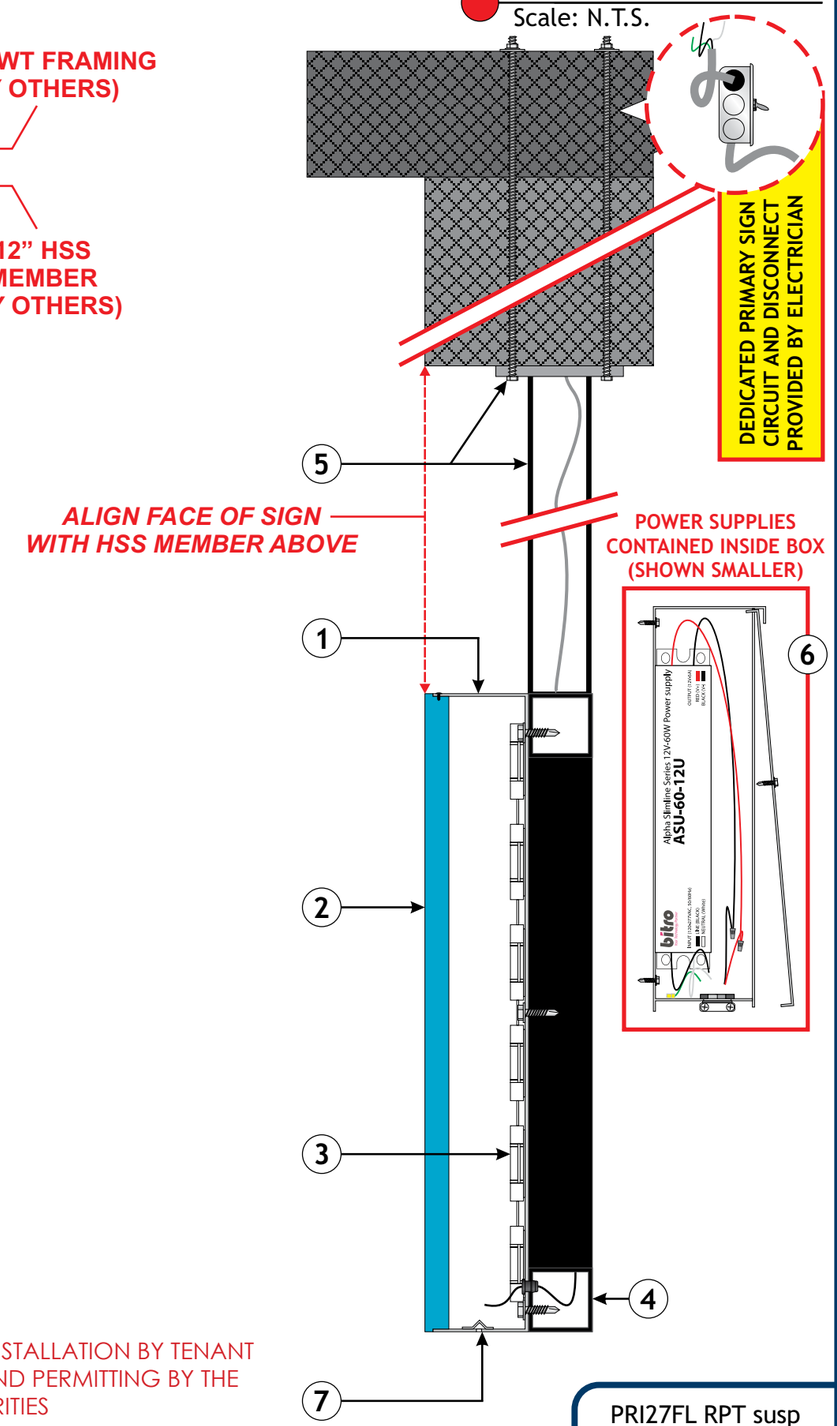


MARKET STREET SECTION

A FACE LIT LETTERS - ELEVATION
Scale: 3/8" = 1' - 0"



FACE LIT LETTERS - SECTION
Scale: N.T.S.



SIGN - DETAILS

1. 2 1/2" DEEP FABRICATED ALUMINUM RETURNS PAINTED TO MATCH RAL 9011 BLACK
2. 3/8" THICK ROUTED REVERSE PUSH THRU AQUA PERSPEX FACES SECURED TO RETURNS WITH 2-56 SCREW AT TOP RETURN. FACES TO HAVE (1) LAYER OF 2ND SURFACE ORACAL TRANSPARENT #156 ICE BLUE VINYL
3. BITRO PRIMARK BLUE LED UNITS
4. 2" x 2" ALUMINUM TUBING PAINTED TO MATCH RAL 9011 BLACK. LETTERS MOUNT FLUSH WITH REQUIRED FASTENERS
5. SIGN SUSPENDS FROM HSS STRUCTURE ABOVE WITH 4" x 4" x 1/4" ALUMINUM MOUNTING PLATE (PAINTED TO MATCH HSS STRUCTURE) AND 3/8" DIA. THRU BOLTS ***(REFER TO GENSLER CANOPY SECTION TO COORDINATE ATTACHMENT TO EXISTING HSS TUBES)***
6. BITRO ASU-60-12U LED DRIVER (120-277 VOLT) CONTAINED IN PAIGE 980054C SNAP 2 ENCLOSURE ENCLOSURE LOCATED IN REMOTE LOCATION, ABOVE CEILING
7. DRAIN HOLE WITH LIGHT COVER AT BOTTOM RETURN

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c UL us — Suitable for Wet Locations

UL label located on top of signs

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PRI27FL RPT susp

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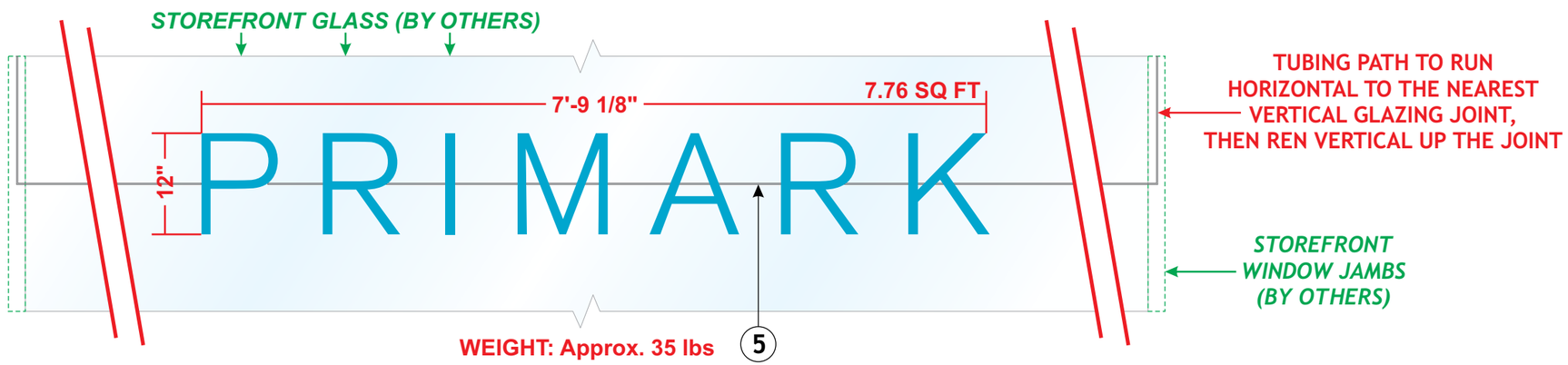
B GLASS MOUNTED CHANNEL LETTERS - ELEVATION
Scale: 3/4" = 1' - 0"



LETTER - DETAILS

1. 2 1/2" DEEP, FABRICATED ALUMINUM LETTER RETURNS PAINTED MATTE BLACK, WELDED TO .090 LETTER BACKS
2. #4/40 SCREWS WILL BE SCREWED INTO ACRYLIC FROM TOP AND BOTTOM OF RETURN TO HOLD FACES IN PLACE
3. BITRO "PRIMARK BLUE" LED UNITS TO ILLUMINATE LETTER FACES, MOUNTED TO RETURNS, DIRECT LIGHT TOWARD CENTER OF LETTER
4. 3/8" THICK, SINGLE LAYER PERSPEX ACRYLIC IN "PRIMARK BLUE". LETTERS WILL BE SECURED TOP AND BOTTOM WITH SCREWS TO HOLD THEM IN PLACE
5. 3/16" RIGID STAINLESS TUBING EXITS SIGN AT 'P' & 'K' LETTERS AND TRAVELS UP LEFT AND RIGHT SIDE OF WINDOW JAMBS. RIGID TUBING PASSES INTO STOREFRONT VIA GAPS AT SIDES OF GLASS
6. 1/8" THICK ACRYLIC "PRIMARK" LETTERS PAINTED MATTE BLACK MOUNTED DIRECTLY BEHIND STOREFRONT LETTERS WITH TAPE AND SILICONE TO CONCEAL ADHESIVE FROM LETTERS AT FRONT SIDE
7. HP BLACK VINYL APPLIED FIRST AND SECOND SURFACE OF STOREFRONT GLASS - ACTING AS INSTALL PATTERN FOR LETTER SETS. LETTERS MOUNT FLUSH TO GLASS WITH 3M EXTERIOR GRADE HIGH ADHESIVE DOUBLE SIDED TAPE AND SILICONE
8. BITRO ASU-60-12U LED DRIVER (120-277 VOLT) CONTAINED IN PAIGE 980054C SNAP 2 ENCLOSURE
9. DRAIN HOLE WITH LIGHT COVER AT BOTTOM RETURN

ILLUM. CHANNEL LETTERS - SECTION
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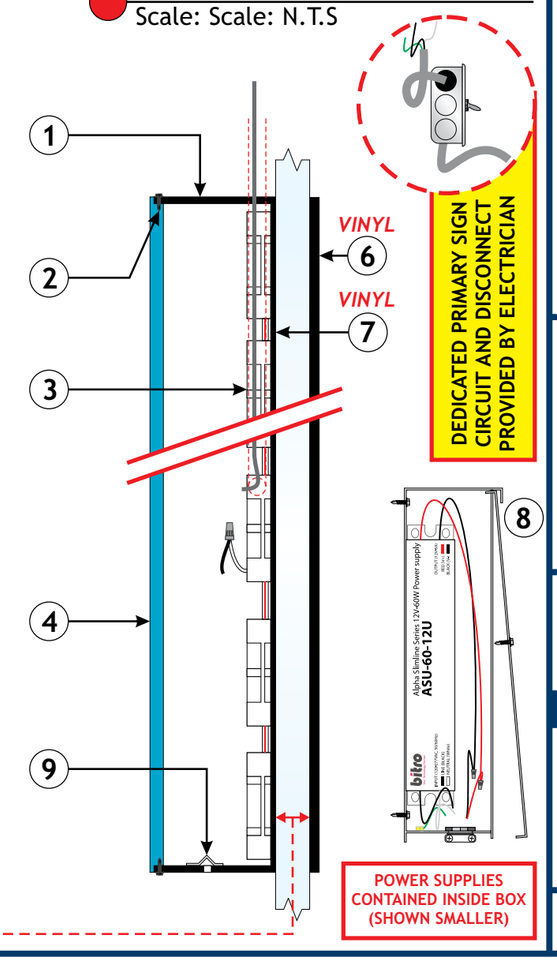

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PRI12FL RPT

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c UL us — Suitable for Wet Locations

UL label located on top of signs

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r1: r6:
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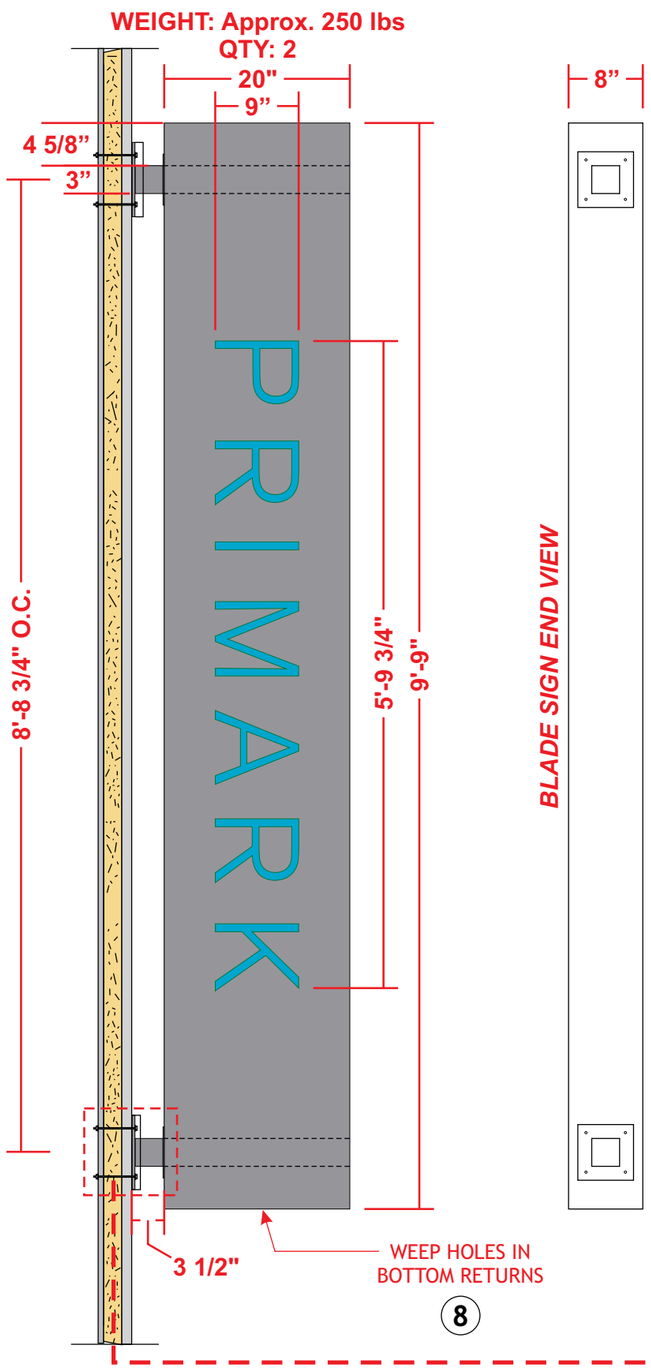
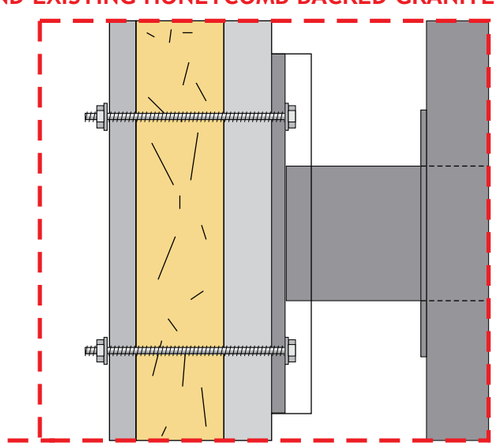
C ILLUM. BLADE SIGN - ELEVATION / PROFILE
Scale: 3/4" = 1' - 0"



DETAILS

1. 8" DEEP, FABRICATED ALUMINUM PANEL WITH INTERNAL ANGLE FRAME AND ADDED SUPPORT BEAMS, WITH SERVICE ACCESS DOORS ON OUTER EDGE OF RETURN, REMOVABLE WITH COUNTERSUNK SCREWS, PAINTED TO MATCH RAL 7037. INSIDE OF SIGN PAINTED HIGH GLOSS WHITE
2. 3/8" THICK, PERSPEX ACRYLIC PUSH-THRU LETTERS IN "PRIMARK BLUE" TO PUSH THRU ON BOTH SIDES OF SIGN BOX AND BE BACKED WITH 1/8" IMPACT MODIFIED DIFFUSER PANEL HELD IN PLACE WITH STUDS AND WIZ NUT FASTENERS
3. BITRO "PRIMARK BLUE" LED UNITS APPLIED TO BOTH SIDES OF 1/8" THICK ALUMINUM PANEL PAINTED HIGH GLOSS WHITE AND WELDED TO CENTER OF SIGN BOX
4. 3/8" RIGID CONDUIT FOR LOW VOLTAGE PASS-THRU TO BITRO ASU-60-12U LED DRIVER (120-277 VOLT) CONTAINED INSIDE FABRICATED PANEL
5. 3" x 3" SQUARE STEEL TUBE ARMS TO RUN THROUGH SIGN BOX ON TOP AND BOTTOM AND BE WELDED TO INSIDE OF CABINET. CENTER SUPPORTS TO BE WELDED TO 1/4" STEEL MOUNTING PLATE ON SIGN SIDE AND 8" x 8" x 1/2" THICK STEEL MOUNTING PLATE ON WALL, ALL PAINTED TO MATCH RAL 7037. 2-PICE ESCUTCHEON COVER NEEDED TO COVER ALL MOUNTING HARDWARE WHEN INSTALLED
6. SIGN WILL MOUNT FLUSH TO STOREFRONT WALL WITH THRU BOLTS AND WIZ NUT FASTENERS ON THE BACK SIDE. (ACCESS BEHIND WALL NEEDED)
7. PRIMARY ELECTRICAL WHIP FROM WALL TO BE PULLED INSIDE SIGN AND CONNECTED TO POWER SUPPLY
8. WHEEP HOLES WITH LIGHT COVERS IN ONE CABINET

MOUNTING PLATES SECURE FLUSH TO SURFACE WITH THRU BOLTS INTO 3/4" PLYWOOD SUBSTRATE BEHIND EXISTING HONEYCOMB BACKED GRANITE PANELS



ILLUM. BLADE SIGN - SECTION
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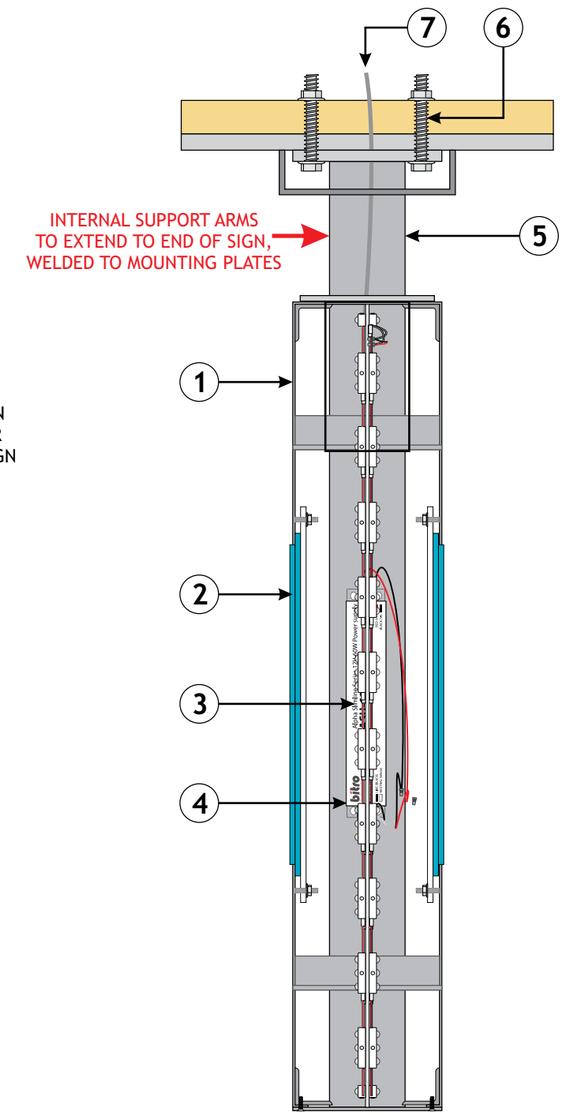

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859.879.1199

PRIMARK

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