

September 11, 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). This application was discussed at the Sign Committee meeting on August 18th, 2020 and the Art Commission hearing on September 2, 2020. The applicant thanks the Sign Committee and the Art Commission for their comments shared in your e-mails and letters dated August 19th, 2020, September 2, 2020 and September 3, 2020, respectively. The Sign Committee requested that the applicant consider (i) removing the projecting sign on Market St, (ii) moving any projecting signs to the canopy at the corner of 11th and Market Streets, (iii) eliminating the two (2) “A2” signs (17’-6 3/8” x 27”) at the first floor level on Market St, and (iv) reducing the overall amount of signage. The applicant made a number of revisions before the Art Commission hearing, but it is our understanding that the Sign Committee would like to re-review the submission because it did not include moving the projecting signs to the canopy at the corner of 11th and Market Streets.

Enclosed please find our further revised submission for the two (2) proposed projecting signs at 1025 Market Street.¹ The applicant has made the following additional revisions:

1. The applicant still requires a projecting sign along Market St in order to orient visitors approaching from the popular tourist areas to the east (Independence Mall, etc.) and wishes to keep it in the position proposed in the previously-revised position (further east, away from the corner of 11th and Market Streets). We have included additional images that show that the blade sign would not cause or contribute to visual clutter in this location;
2. The applicant has removed the two “D” signs (6’-5 7/8” x 10’) at the first floor level on Market St; and

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

3. The applicant has reduced overall sign area by approximately 79 square feet, when compared to the original submission.

We believe the revisions described above, and shown on the enclosed plans address the Sign Committee's concerns about sign location, clutter and overall sign area. 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,

A handwritten signature in dark ink, appearing to read 'G. Clarke', written in a cursive style.

Gary R. Clarke

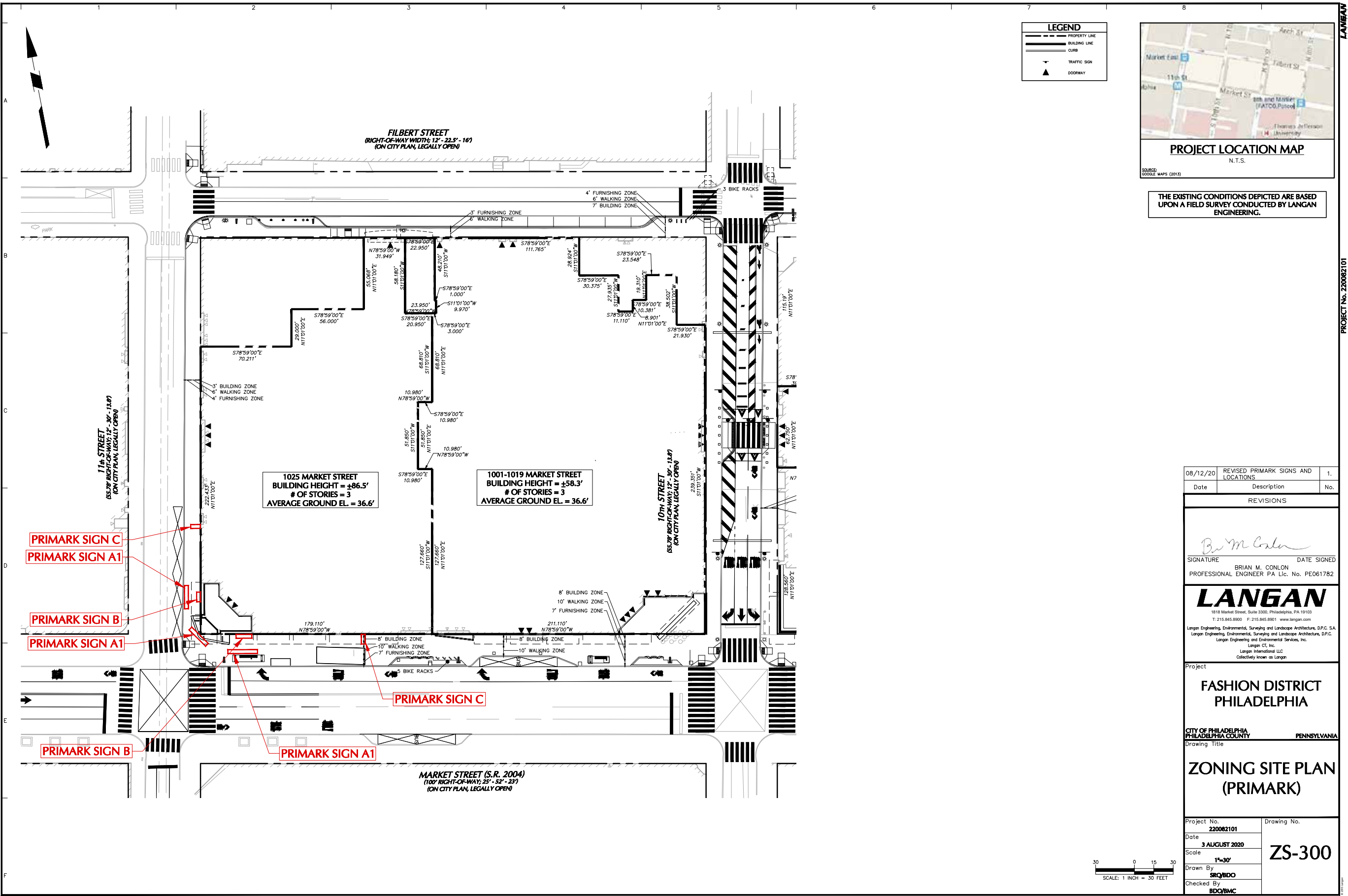
PRIMARK

CONCEPT SIGNAGE PACKAGE

SEPTEMBER 10, 2020

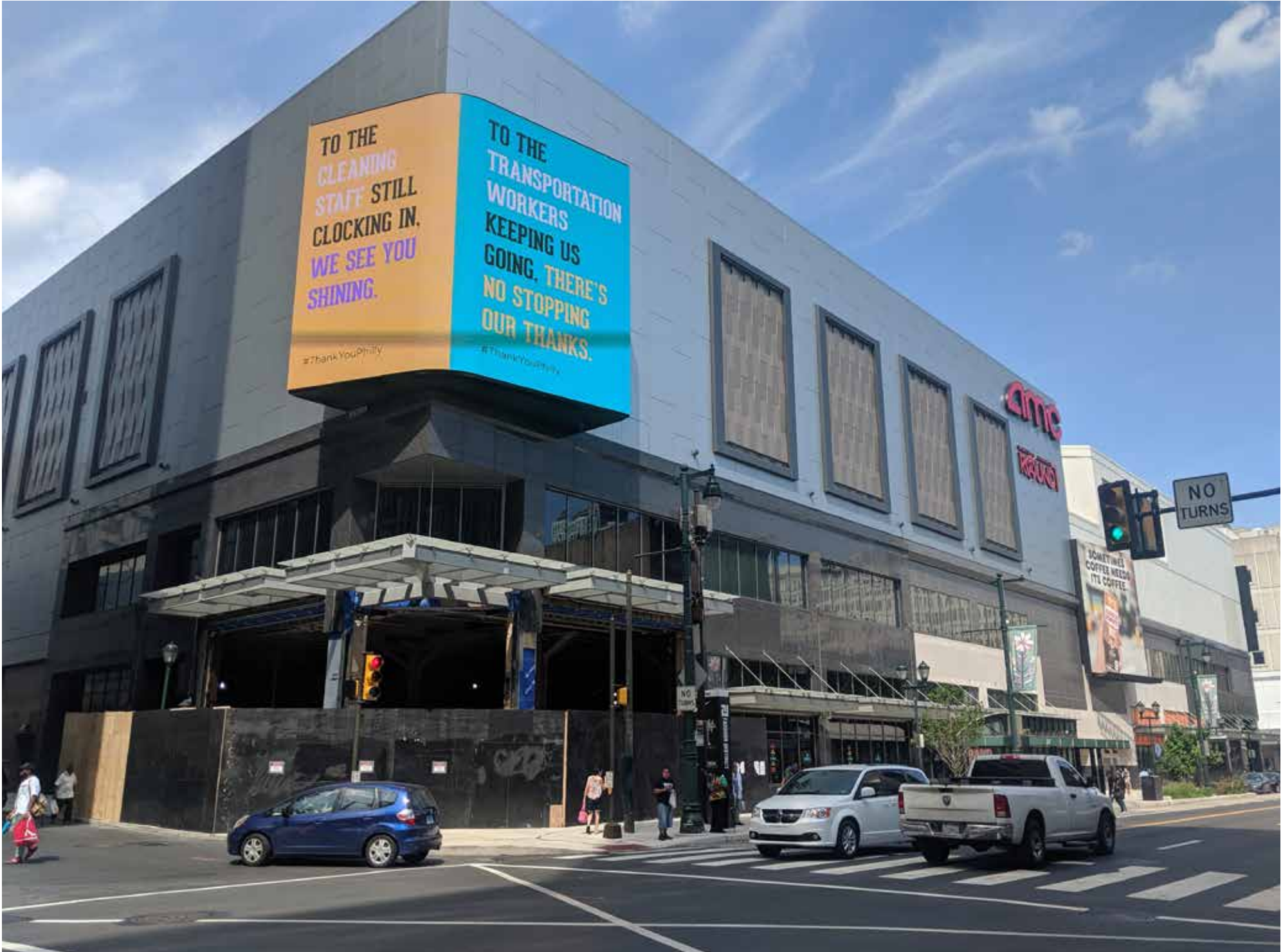
FASHION DISTRICT
PHILADELPHIA









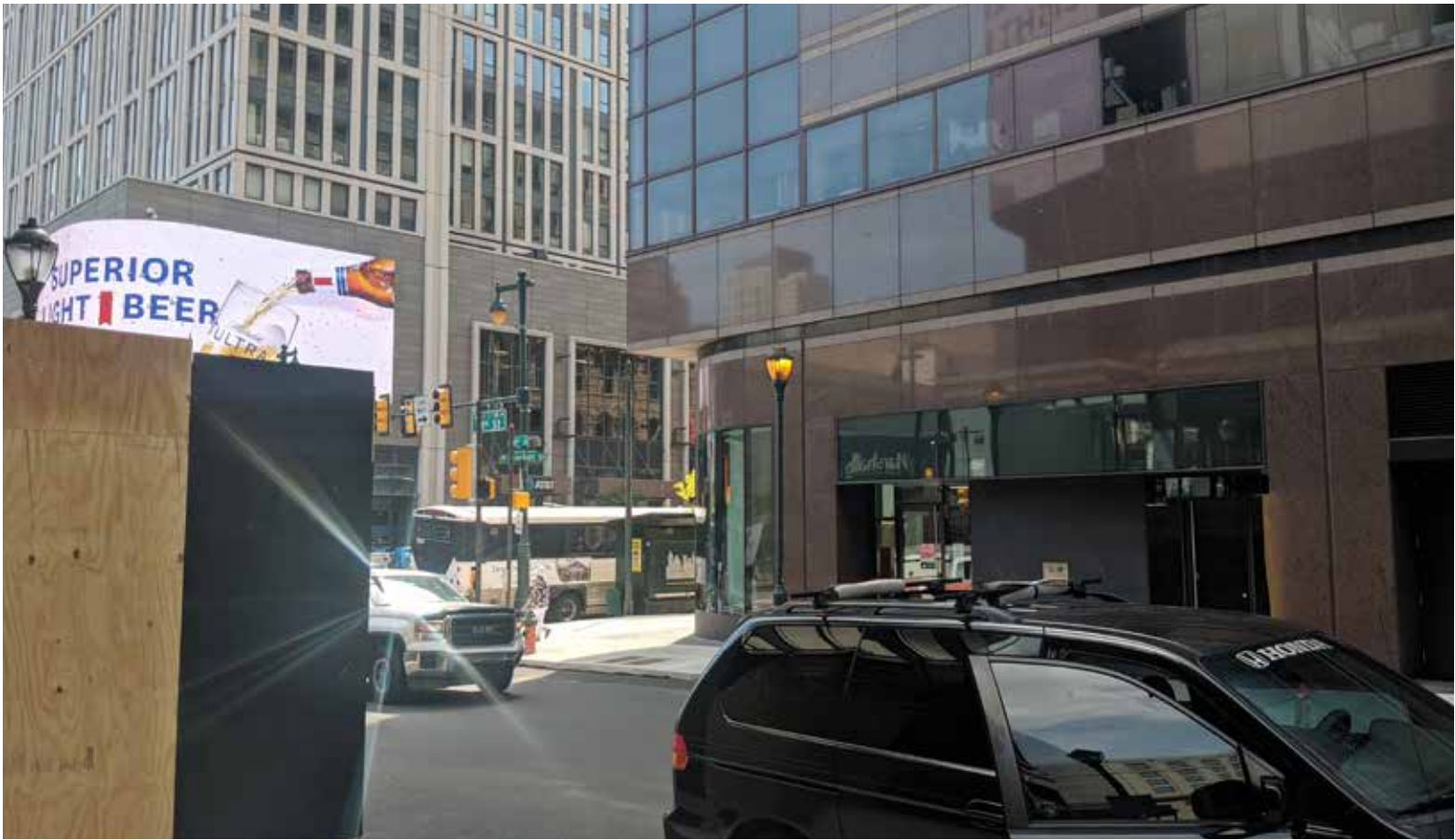


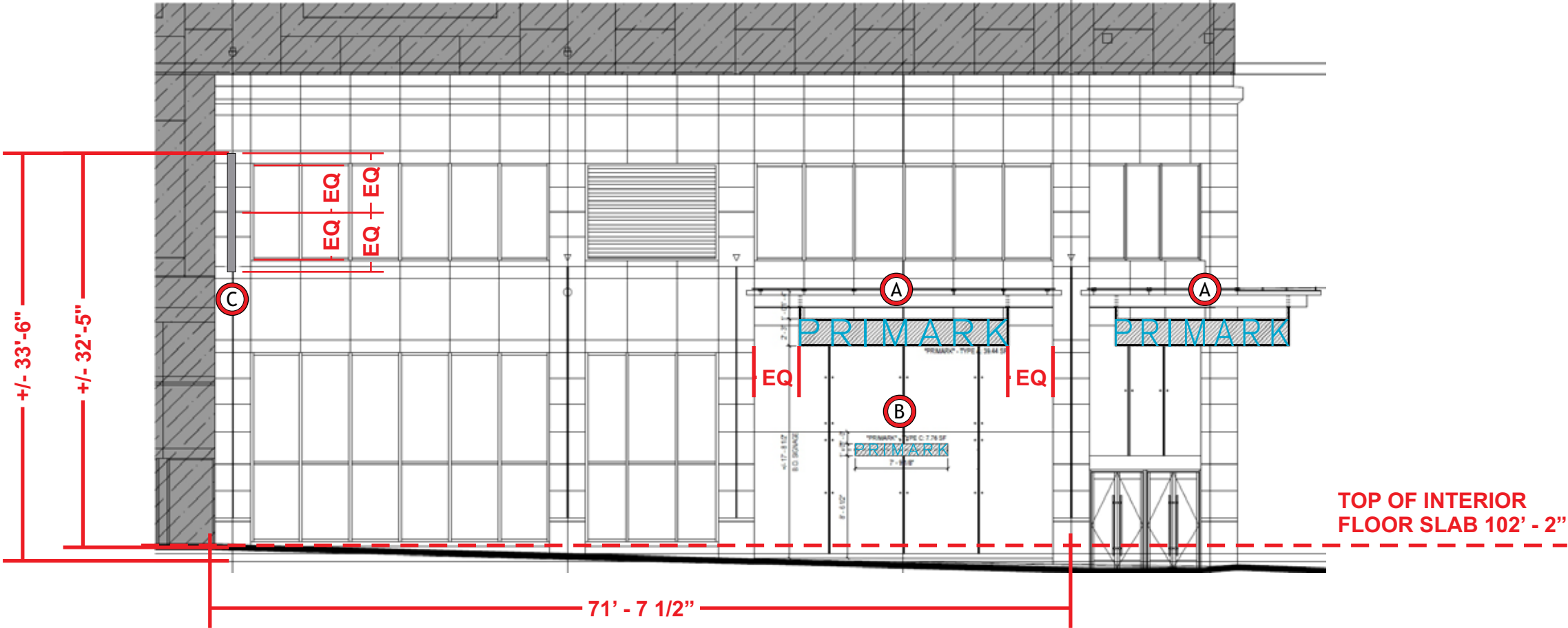


SIGNAGE OVERLAY FOR REFERENCE



EXISTING CONDITION





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 - 3
- B

PRI12FL RPT
Qty - 2
- C

PRI BLD117 illum vert
Qty - 2



93 Industry Drive
PO Box 349
Versailles, KY 40383
859.879.1199



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!



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



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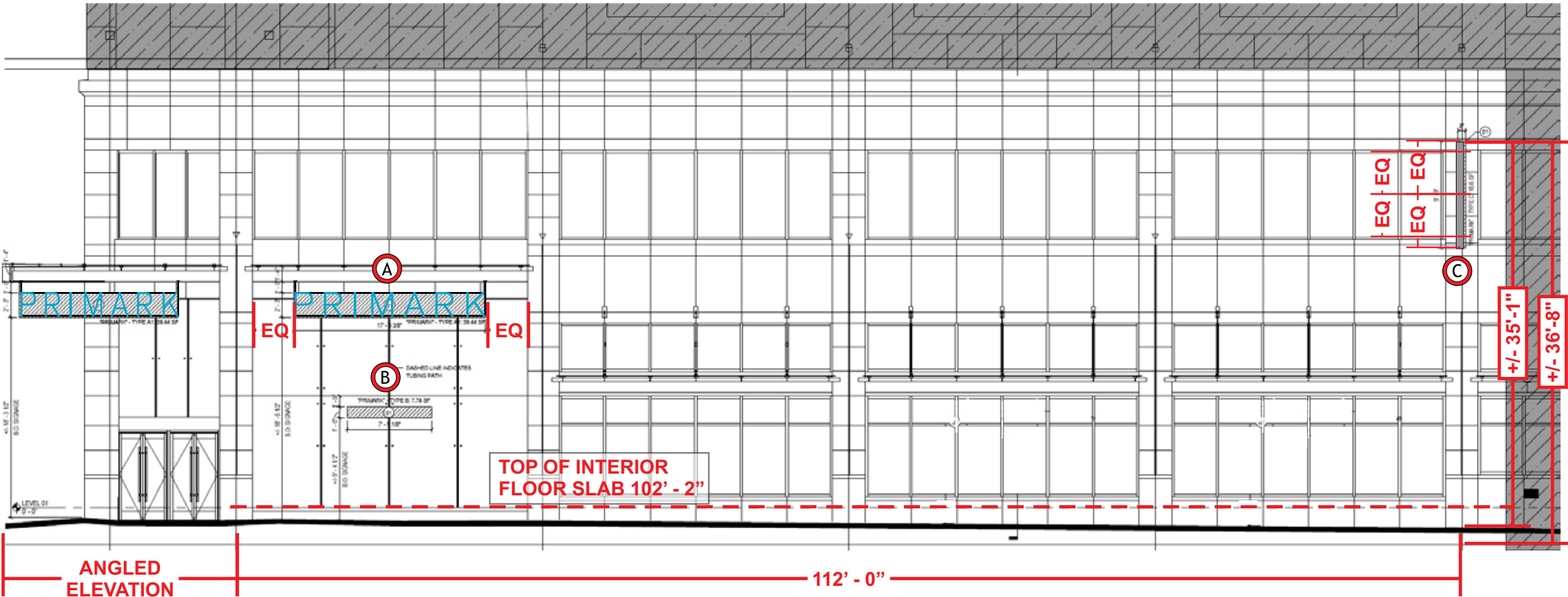
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MARKET STREET ELEVATION

SEE SECTIONS ON SHEET 8 FOR ALL SIGN DIMENSIONS

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- A

PRI27FL RPT susp

Qty - 3

B

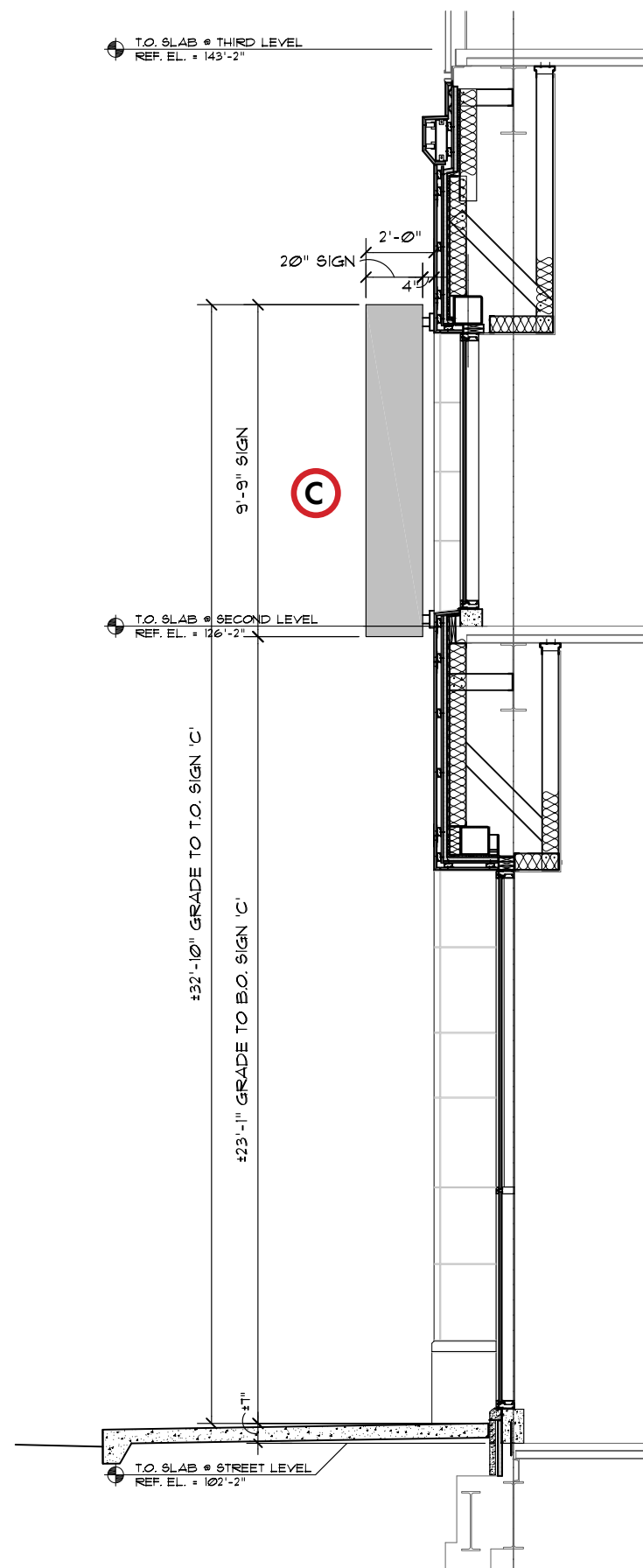
PRI12FL RPT

Qty - 2

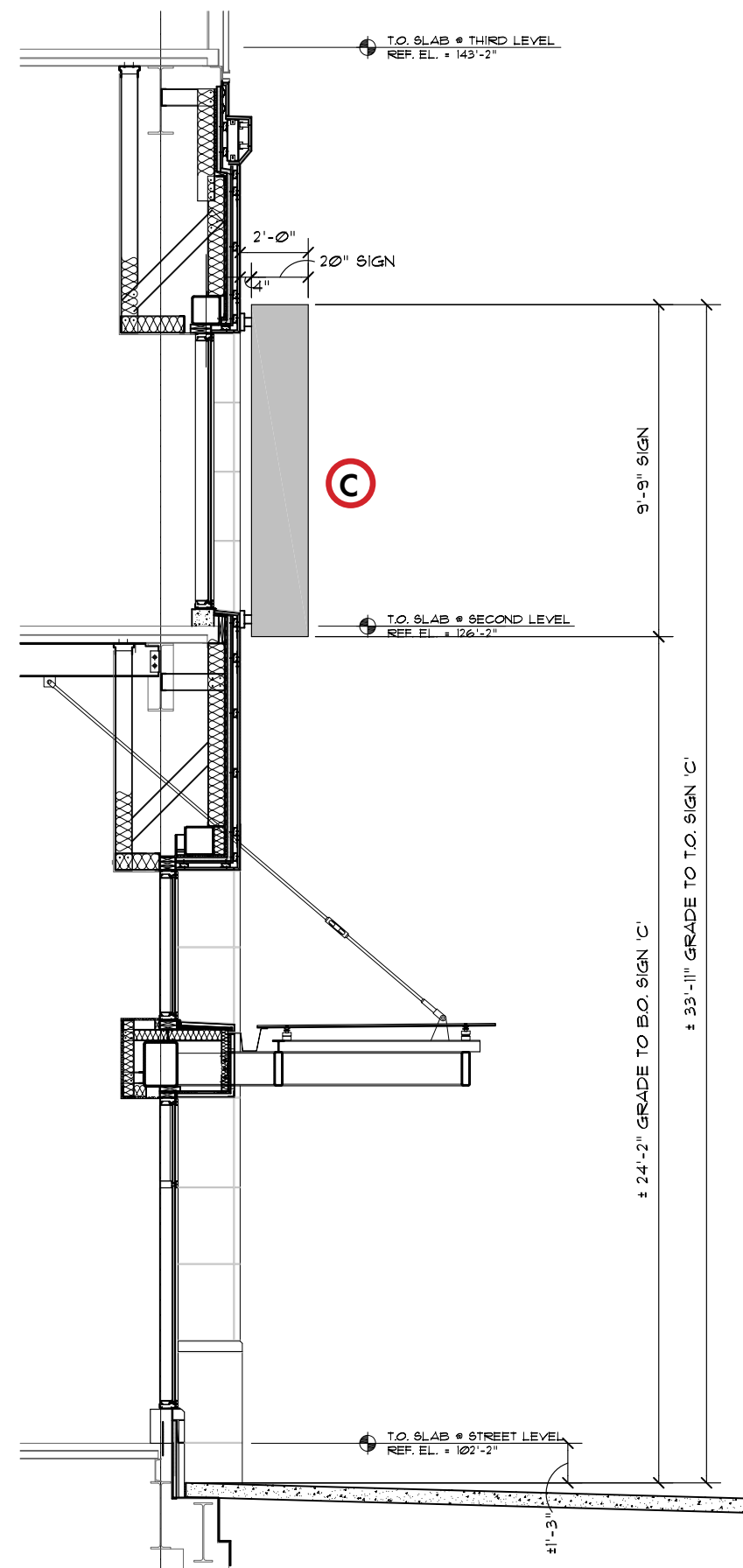
C

PRI BLD117 illum vert

Qty - 2

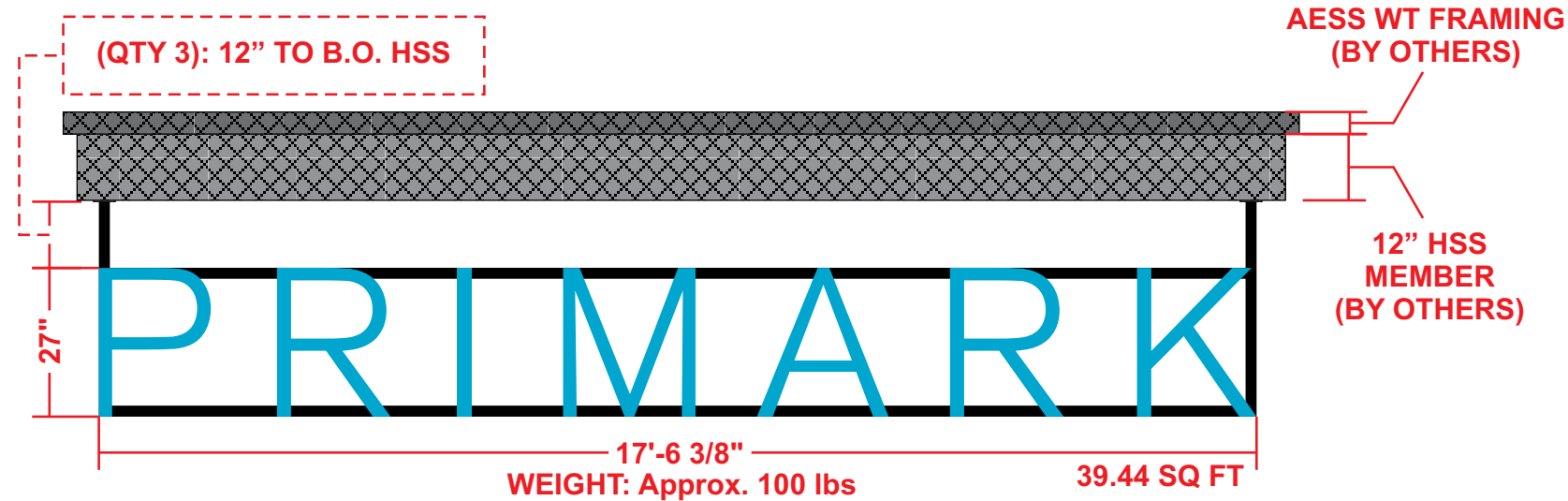


11TH STREET SECTION



MARKET STREET SECTION

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



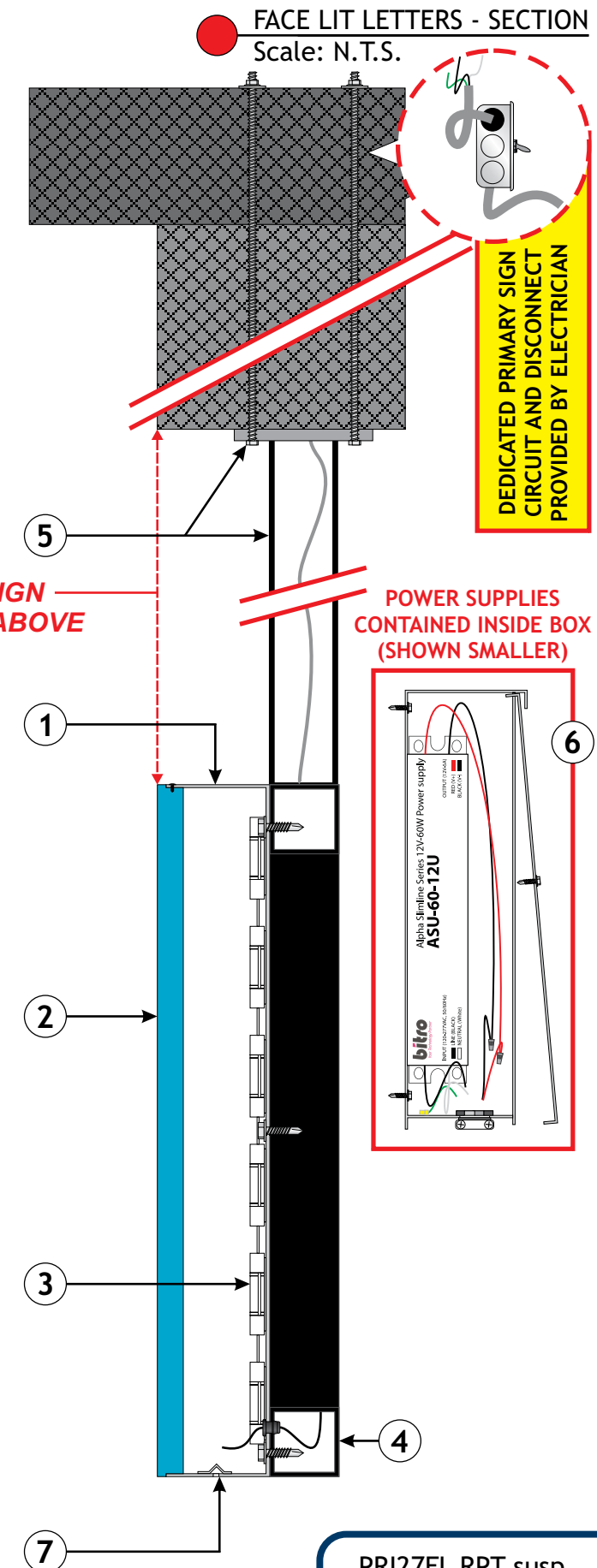
ALIGN FACE OF SIGN
WITH HSS MEMBER ABOVE

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



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PRIMARK

Store
Space

PHILADELPHIA, PA

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RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!



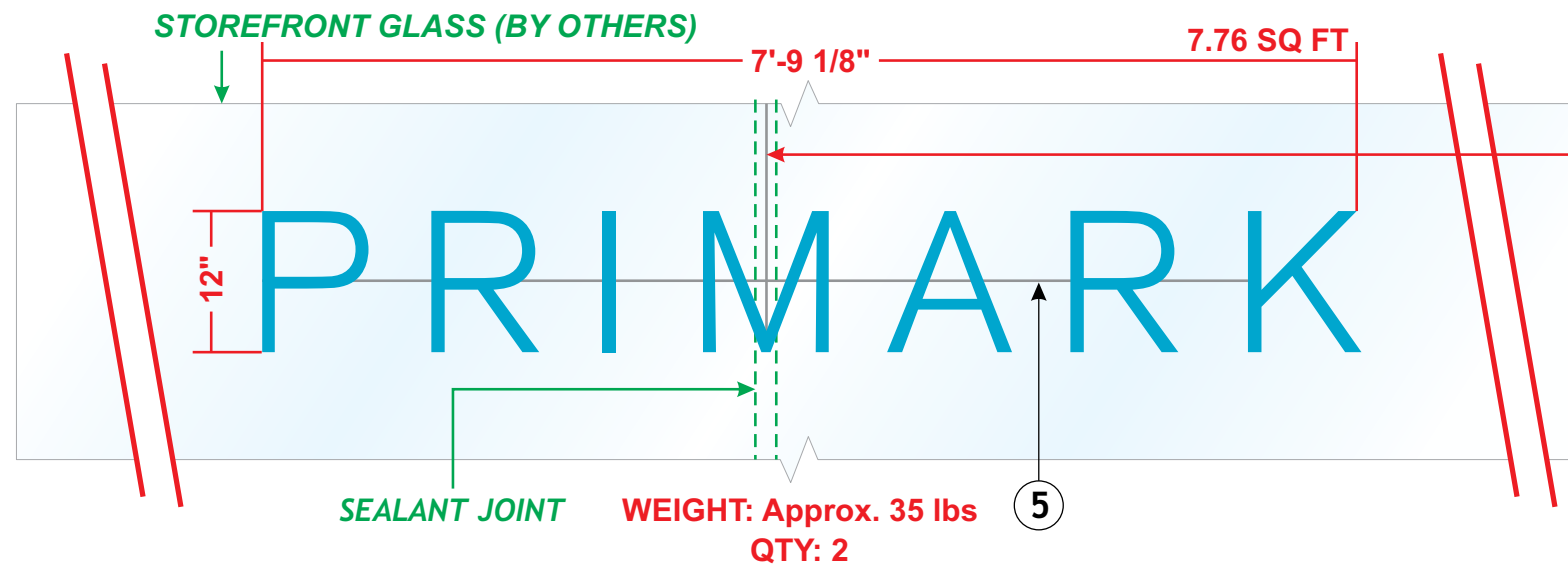
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B GLASS MOUNTED CHANNEL LETTERS - ELEVATION
Scale: 3/4" = 1' - 0"



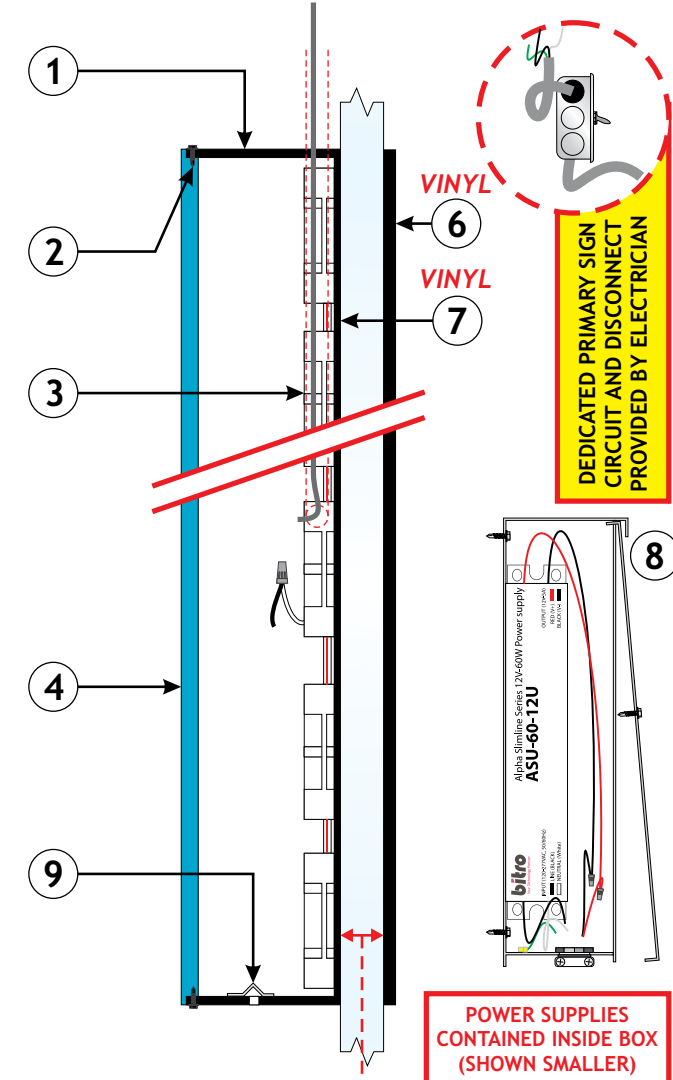
WIRING TO RUN UP ALONG SEALANT JOINT
TO CONNECT TO POWER ABOVE

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 'M' LETTER AND TRAVELS UP SEALANT JOINT. TUBING IS SEALED ALONG JOINT WITH SILICONE TO SECURE TUBING IN PLACE. RIGID TUBING TO CONNECT TO POWER (PROVIDED BY OTHERS) ABOVE
- 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 VHB 5952 EXTERIOR GRADE HIGH ADHESIVE DOUBLE SIDED TAPE AND SILICONE WITH PRIMER**
- 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

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ILLUM. CHANNEL LETTERS - SECTION
Scale: Scale: N.T.S



VINYL LETTERS APPLIED TO
FRONT AND BACK OF GLASS
IMMEDIATELY BEHIND LETTERS
TO CONCEAL MOUNTING ADHESIVE

POWER SUPPLIES
CONTAINED INSIDE BOX
(SHOWN SMALLER)



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RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!

UL US
Suitable for Wet Locations
UL label located on top of signs

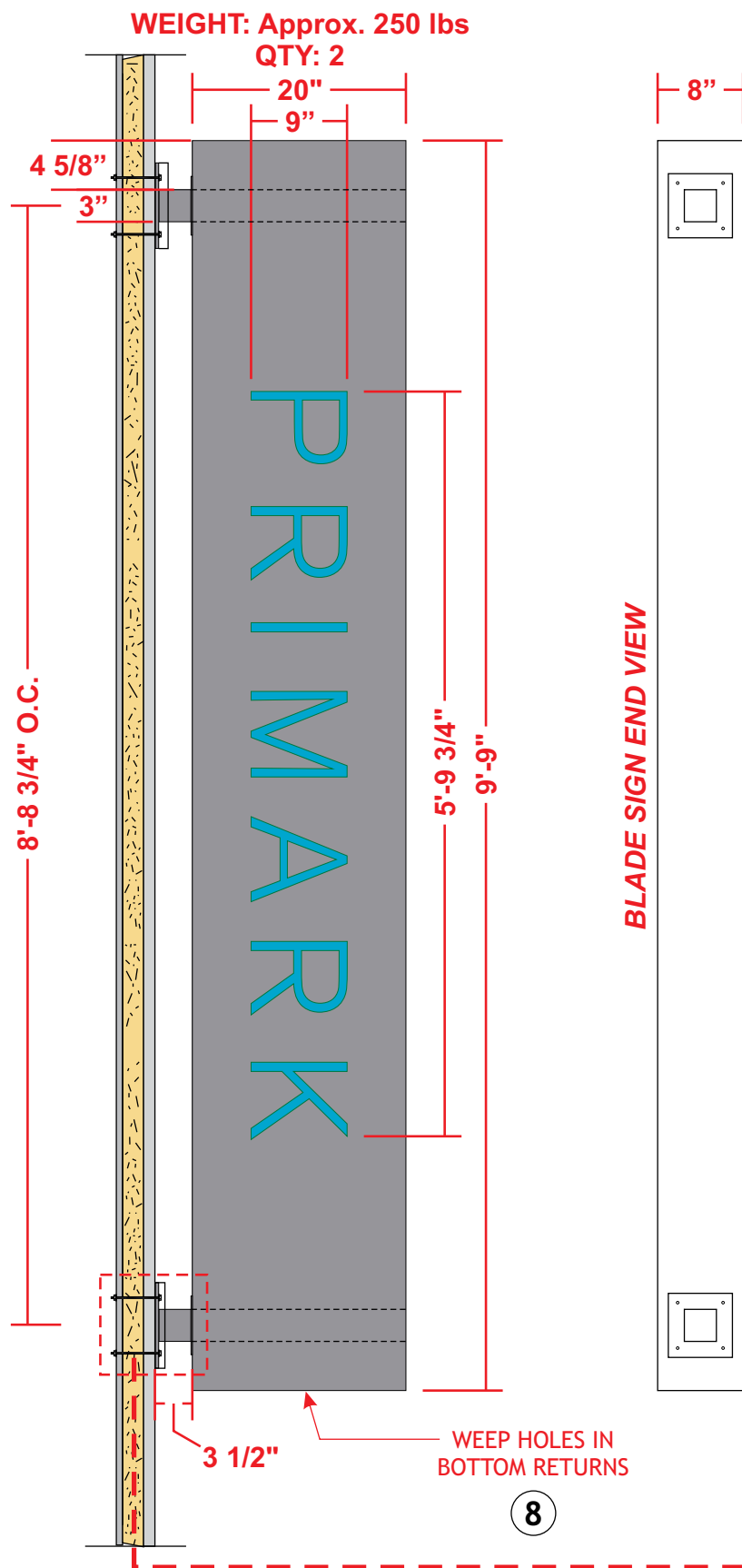
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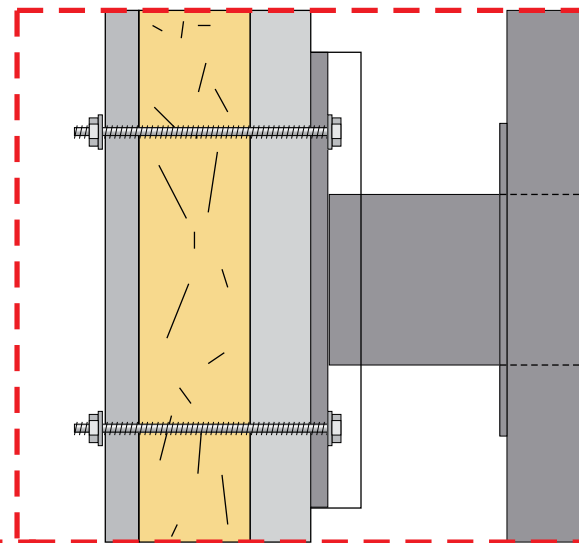
ILLUM. BLADE SIGN - ELEVATION / PROFILE
Scale: 3/4" = 1' - 0"



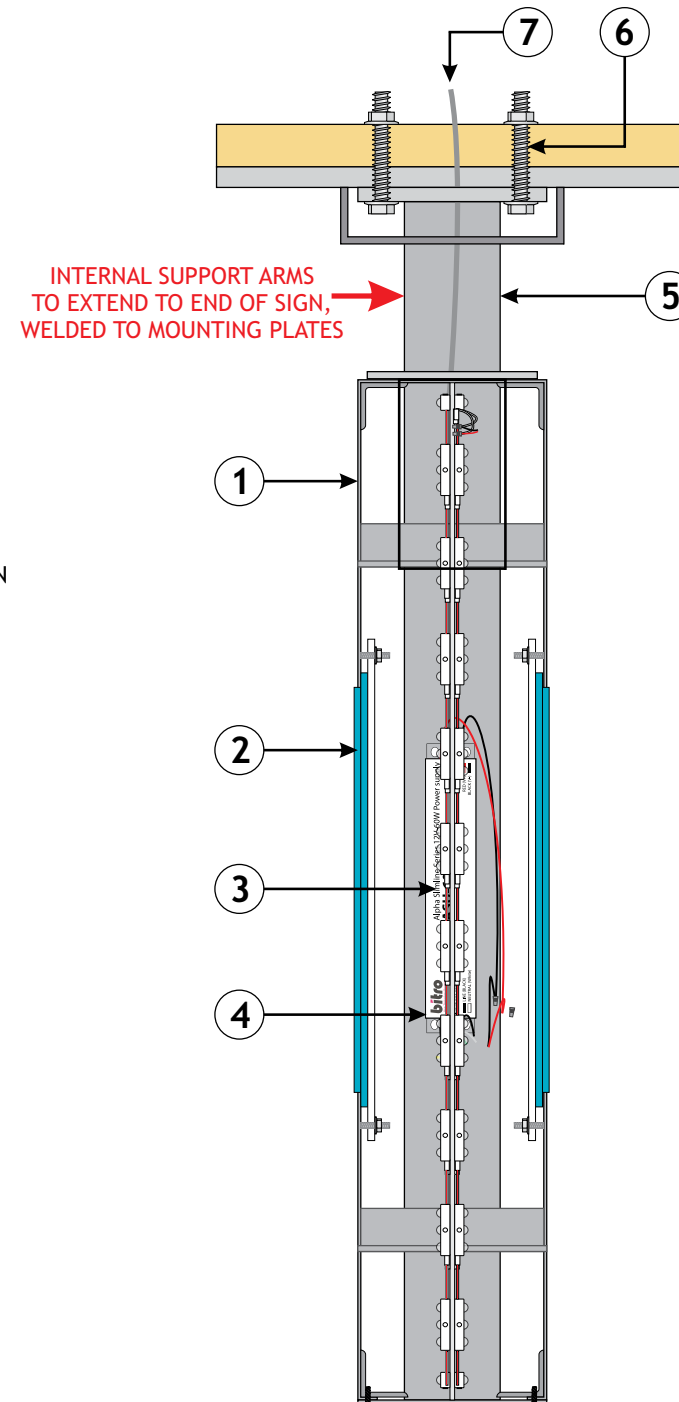
DETAILS

- 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
- 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
- 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
- 3/8" RIGID CONDUIT FOR LOW VOLTAGE PASS-THRU TO BITRO ASU-60-12U LED DRIVER (120-277 VOLT) CONTAINED INSIDE FABRICATED PANEL
- 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-PIECE ESCUTCHEON COVER NEEDED TO COVER ALL MOUNTING HARDWARE WHEN INSTALLED
- SIGN WILL MOUNT FLUSH TO STOREFRONT WALL WITH THRU BOLTS AND WIZ NUT FASTENERS ON THE BACK SIDE. (ACCESS BEHIND WALL NEEDED)
- PRIMARY ELECTRICAL WHIP FROM WALL TO BE PULLED INSIDE SIGN AND CONNECTED TO POWER SUPPLY
- 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
Scale: N.T.S.



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PRI BLD117 illum vert

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