



**KLEHR HARRISON
HARVEY BRANZBURG LLP**

Augusta M. O'Neill
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Email: aoncill@klehr.com

June 9, 2021

VIA ELECTRONIC MAIL

C. Beige Berryman, AICP
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
Beige.Berryman@Phila.gov

**Re: Request Art Commission Review and Approval
Proposed Accessory Signs for Grocery Outlet store at 25 W. Hortter Street (the
“Property”)**

Dear Ms. Berryman:

This firm represents Grocery Outlet, the tenant of the above-referenced Property, in connection with obtaining approvals for accessory signage at the Property. The Property contains an existing fresh food market on the ground floor. Please accept this submission for the Sign Committee.

I. NATURE OF THE APPLICATION

Grocery Outlet is looking to install the following accessory signs: (i) two directional parking signs and one wall sign on the frontage of the building facing West Hortter Street, and (ii) three wall signs on the frontage of the building facing Germantown Avenue. All of the signage is new to the Property. Due to the Property's located in the Neighborhood Commercial Area Overlay District, this application is subject to approval by the Art Commission.

II. SIGNAGE SUMMARY

We respectfully request approval for the following six (6) accessory signs:

A. West Hortter Street Signage:

1. Directional parking sign - 7.11 sq. ft. (double-sided illuminated blade sign)
2. Directional parking sign - 7.11 sq. ft. (single-sided wall sign)
3. “Grocery Outlet bargain market” wall sign - 86.5 sq. ft. (illuminated channel letters on red opaque panel)

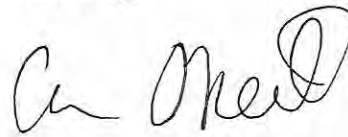
B. Germantown Avenue Signage:

1. "Produce Dairy" wall sign – 21.89 sq. ft. (illuminated channel letters)
2. "Grocery Outlet bargain market" wall sign – 86.5 sq. ft. (illuminated channel letters on red opaque panel)
3. "Meat organics" wall sign – 22.9 sq. ft. (illuminated channel letters)

An eight (8) page plan prepared by Urban Neon and dated June 9, 2021 is enclosed with this application.

Please contact me if you have any questions, or if you need any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "A. O'Neill", written in a cursive style.

Augusta M. O'Neill

Enclosures

cc: Hercules W. Grigos, Esq. (via email)
Michael V. Phillips, Esq. (via email)

Revisions

Red Line Notes

Customer Approval

Customer's signature authorizes Urban Neon to produce design as specified.

ALL SPELLING, PUNCTUATION AND COLORS HAVE BEEN REVIEWED AND APPROVED.

SIGNATURE

DATE

Landlord Approval

SIGNATURE

DATE

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Sales — PM LL

Drawing No. 12555 Rev 02

Drawn By KM

Date 6/9/2021

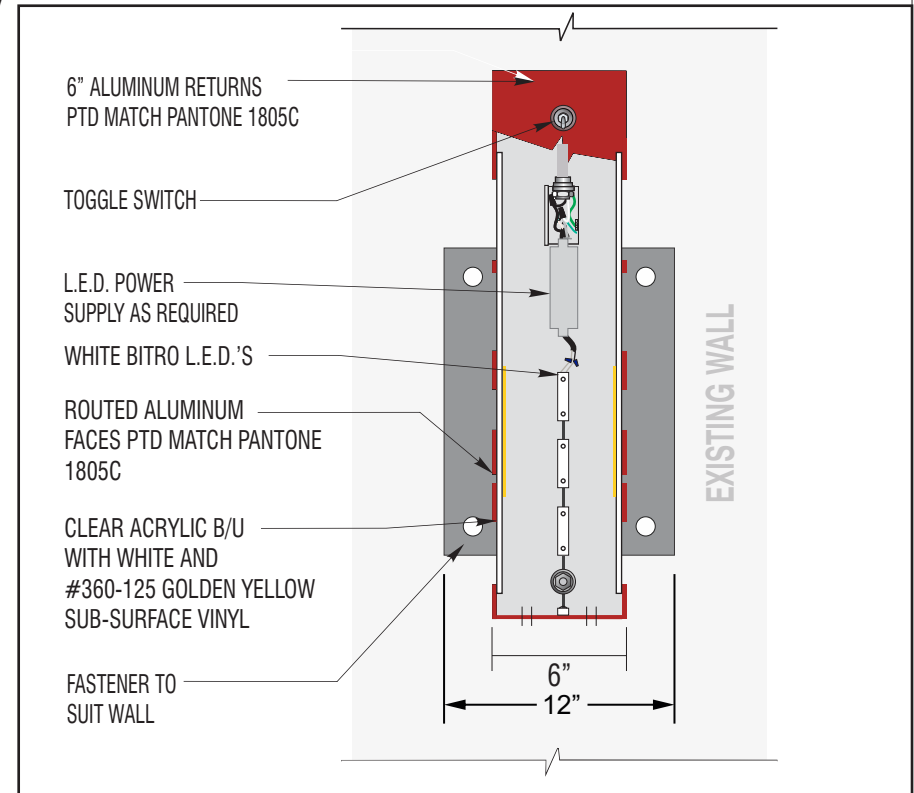
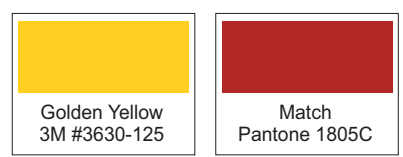
Sheet Size 8.5" x 14" Page 1



ILLUMINATION SCHEME - Sign Type (1) (QTY:1)
Scale: NTS



PROJECTING SIGN - Sign Type (1)(QTY:1)
D/F Illuminated Projecting Sign
Scale: 1:10 (7.11 SQFT)



SECTION @ D/F BLADE SIGN SCALE: NTS
"Installation & assembly required, see installation instructions."



Revisions

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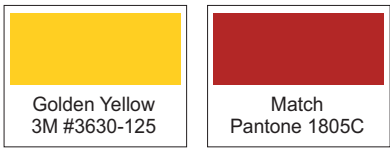
Drawn By KM

Date 6/9/2021

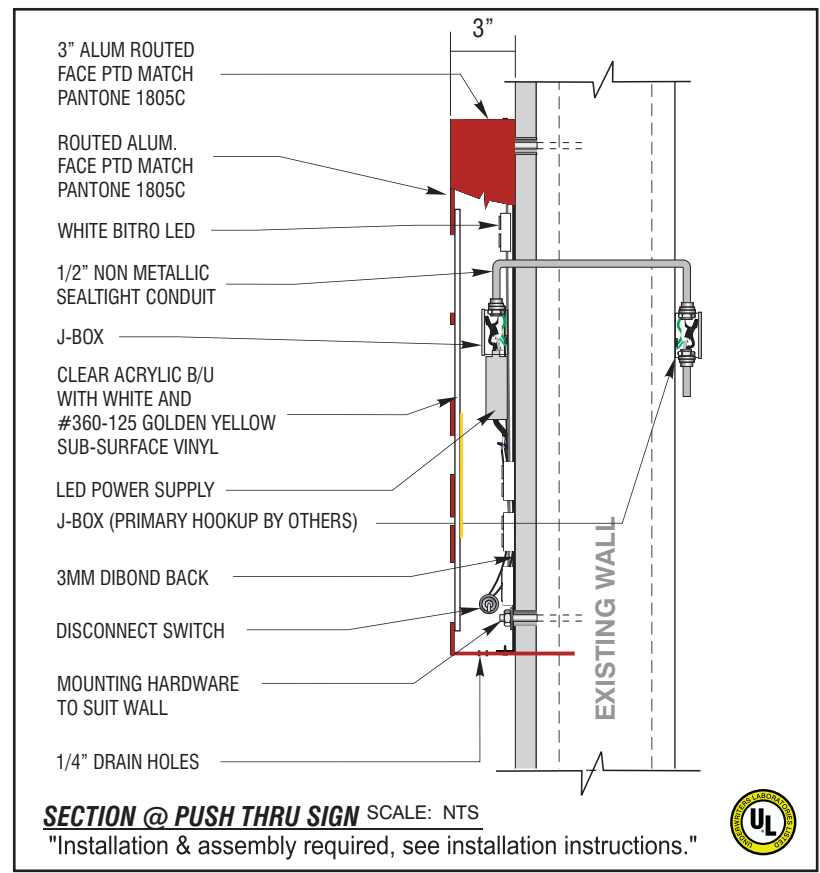
Sheet Size 8.5" x 14" Page 2



SIGN ELEVATION - Sign Type (2) (QTY:1)
Illuminated wall mount sign.
Scale: 1:8 (7.11 SQFT)



ILLUMINATION SCHEME - Sign Type (2) (QTY:1)
Scale: NTS



Grocery Outlet

25 West Hottter Street
Philadelphia, PA 19119

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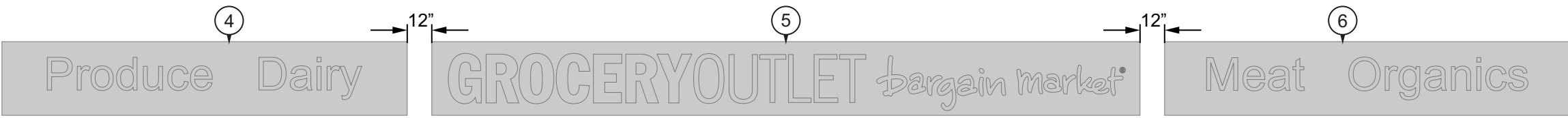
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Sheet Size 8.5" x 14" Page 3



Configuration of Sign Types (4,5,6) - Pan Mounted Channel Letters - Scale: 3/16" = 1'



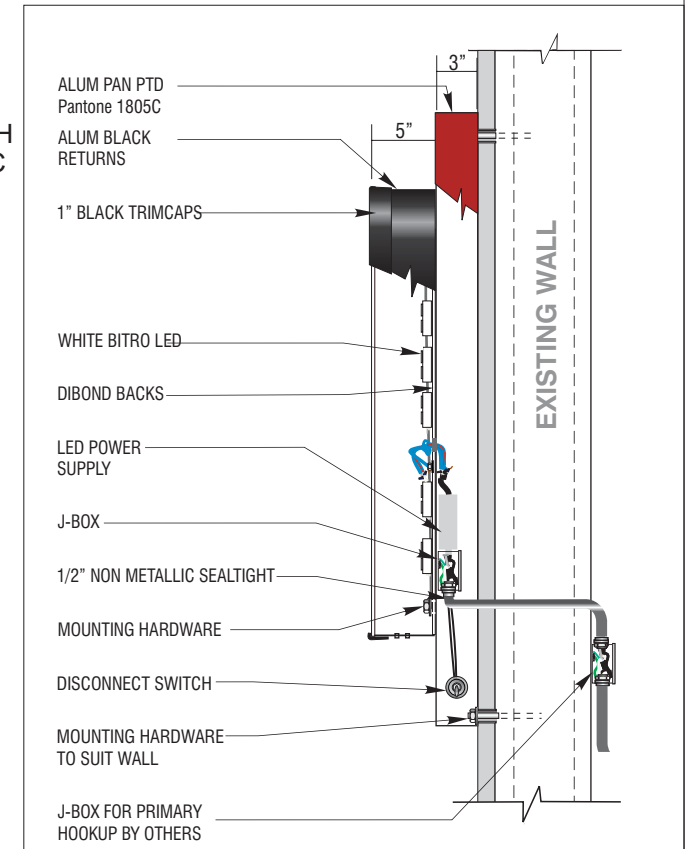
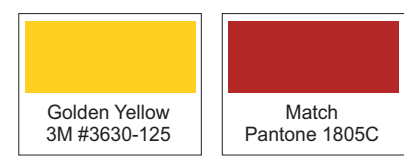
NON-ILLUMINATED ®; GOLDEN YELLOW VINYL #3630-125 APPLIED TO PAN

3/16" WHITE ACRYLIC FACES

3/16" CLEAR ACRYLIC FACES
GOLDEN YELLOW VINYL #3630-125
APPLIED TO SECOND SURFACE

PAINT TO MATCH
PANTONE 1805C

SIGN ELEVATION - Sign Types (3,5) (QTY:2)
Pan Mounted Channel Letters
Scale: 3/8" = 1' (86.50 SQFT)



SECTION @ FACE LIT LETTER

"Installation & assembly required, see installation instructions."



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Red Line Notes

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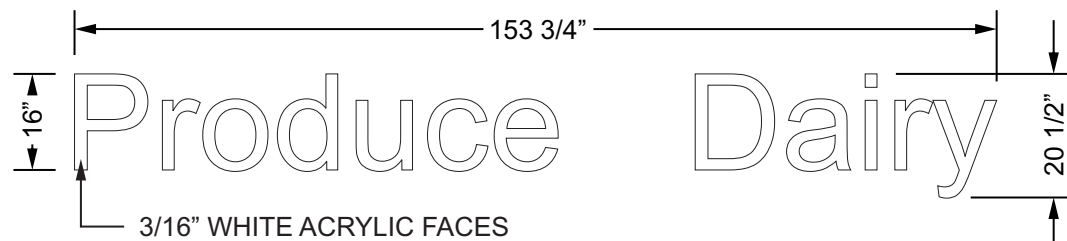
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Drawing No. 12555 Rev 02

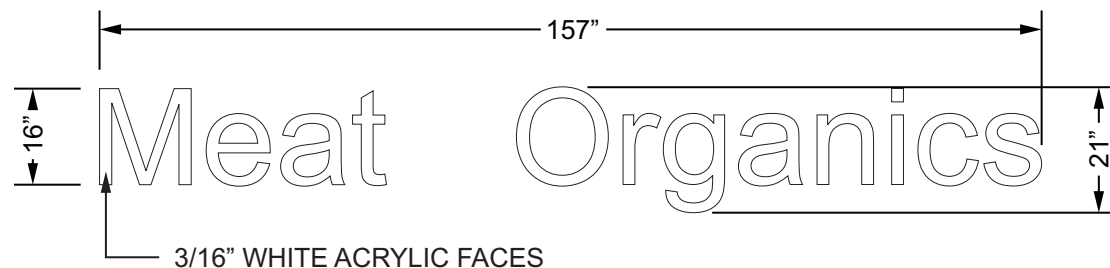
Drawn By KM

Date 6/9/2021

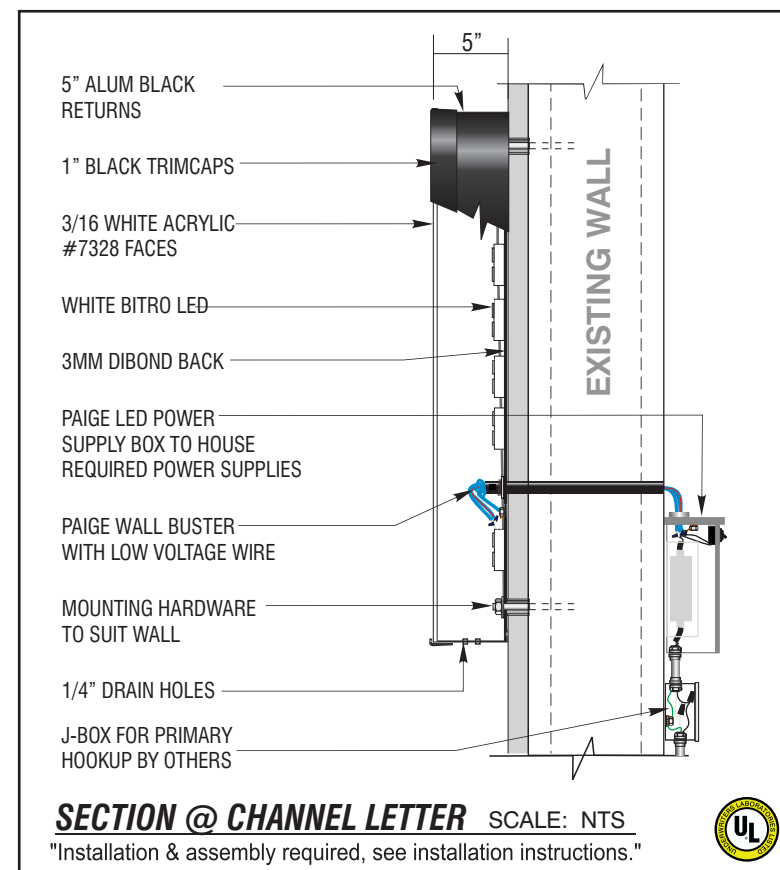
Sheet Size 8.5" x 14" Page 4



SIGN ELEVATION - Sign Type (4) (QTY:1)
Face lit channel letters mounted on wall
Scale: 3/8" = 1' (21.89 SQFT each)



SIGN ELEVATION - Sign Type (6) (QTY:1)
Face lit channel letters mounted on wall
Scale: 3/8" = 1' (22.90 SQFT each)



Grocery Outlet

25 West Hortter Street
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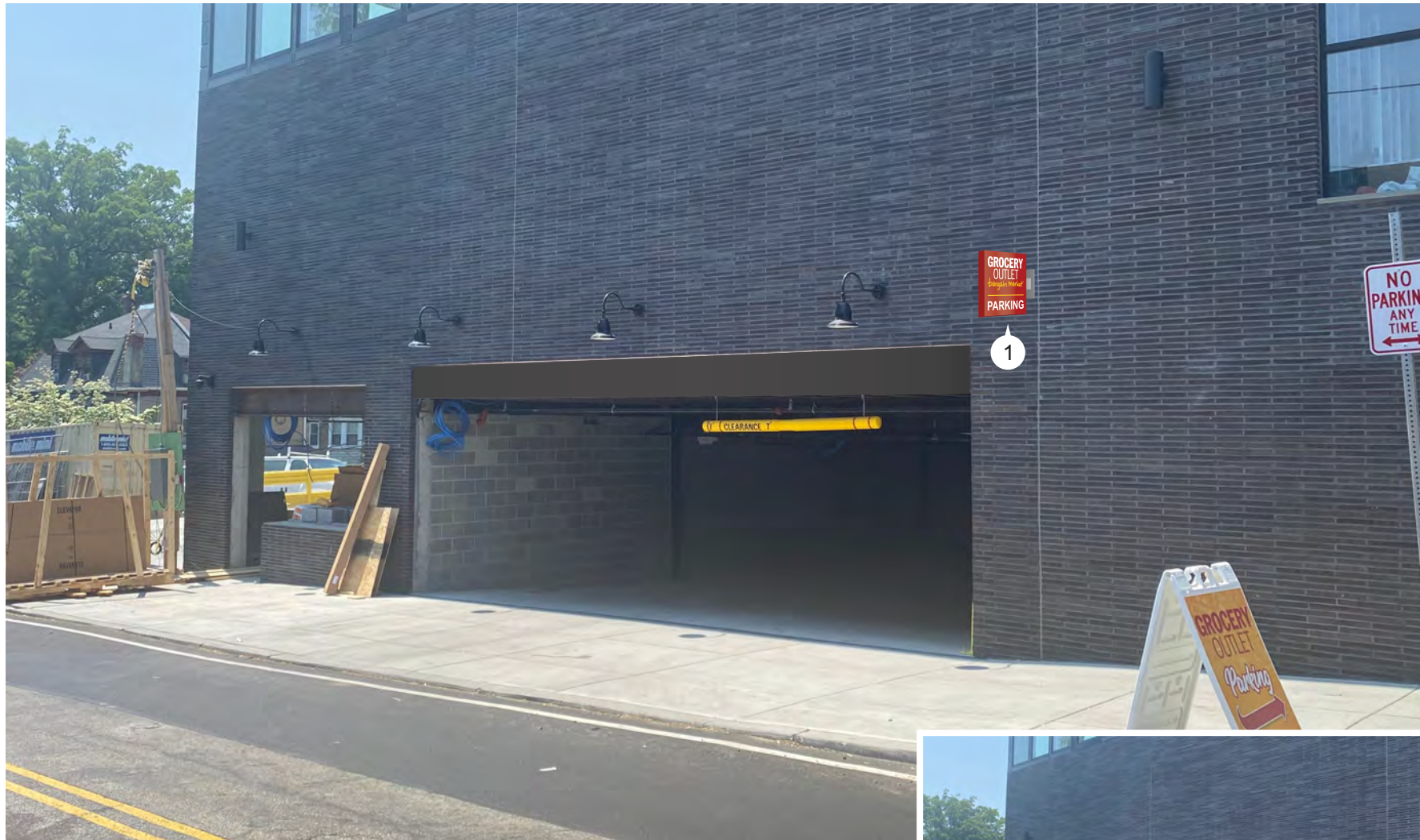
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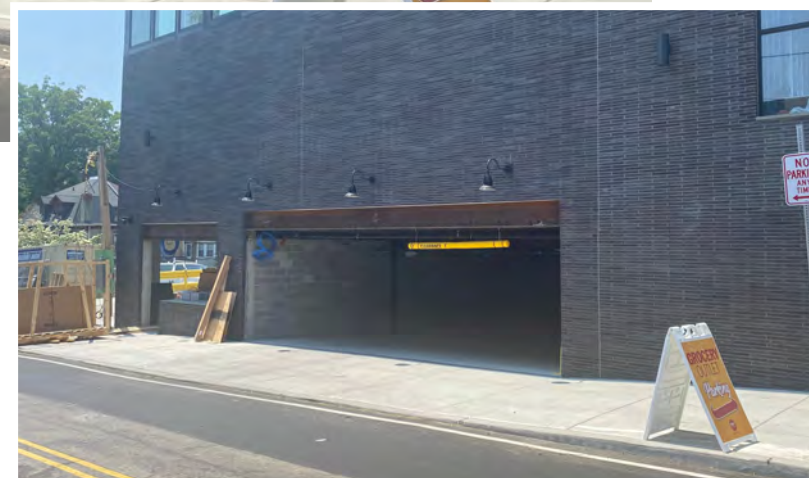
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Sheet Size 8.5" x 14" Page 5



W HORTTER ST @ PARKING GARAGE
Sign Type (1) (QTY:1) D/F Illuminated Flag Sign - Traffic Control - Caution
Scale: NTS



EXISTING CONDITIONS
Scale: NTS

Grocery Outlet

25 West Hottter Street
Philadelphia, PA 19119

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W HORTTER ST @ CORNER
Sign Type (2) (QTY:1) Illuminated wall mount sign.
Sign Type (3) (QTY:1) Pan mounted channel letters sign.
Scale: NTS



EXISTING CONDITIONS
Scale: NTS

500 Pine St., Suite 3A
Holmes, PA 19043

610-522-5555
Fax 610-461-5566
www.UrbanNeon.com

Grocery Outlet

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Philadelphia, PA 19119

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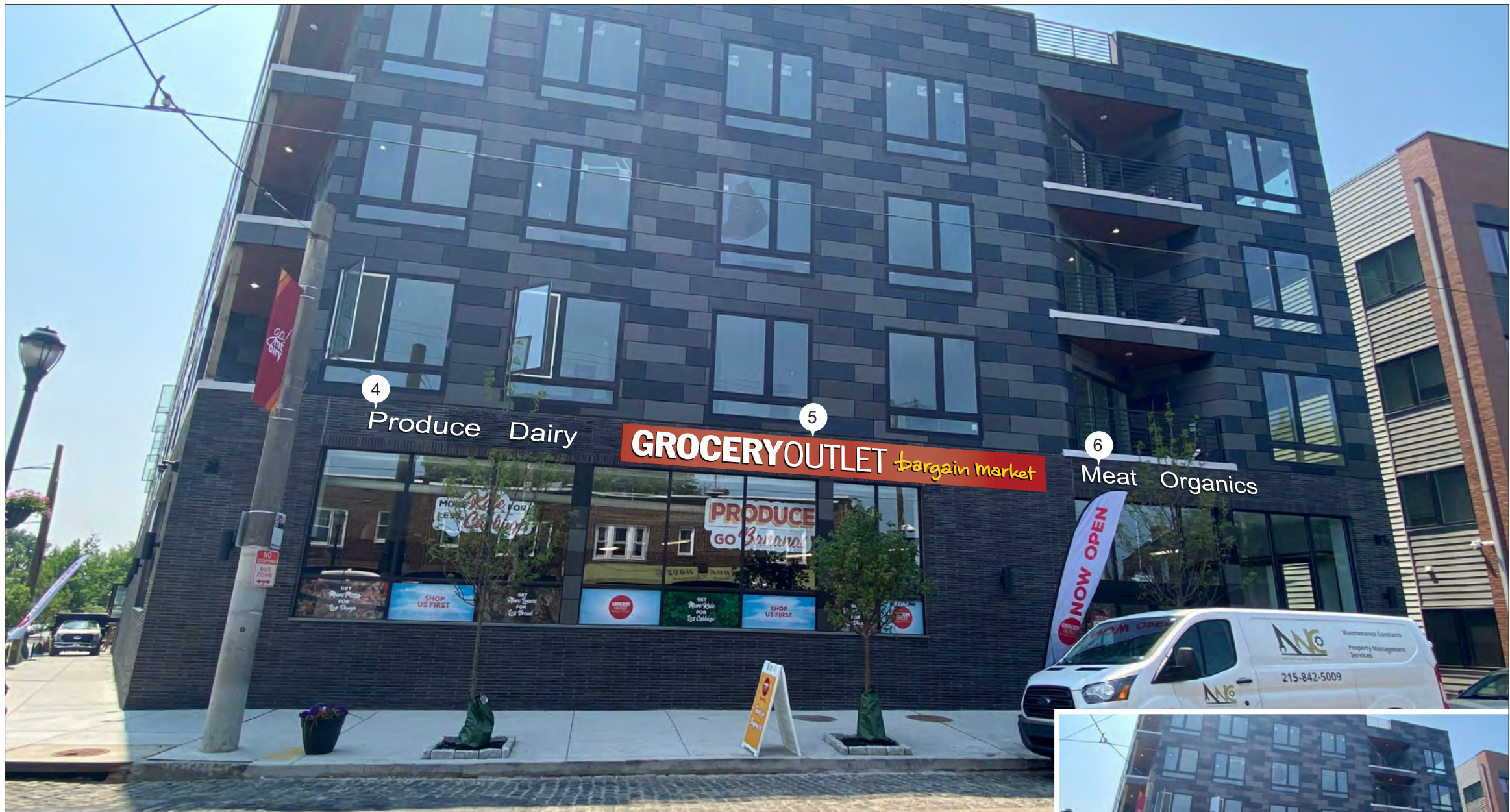
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Date 6/9/2021

Sheet Size 8.5" x 14" Page 7



EXISTING CONDITIONS
Scale: NTS

GERMANTOWN AVE ELEVATION

Sign Type (4,6) (QTY:1) Channel letters mounted to wall.
Sign Type (5) (QTY:1) Pan mounted channel letters sign; logo.
Scale: NTS

Grocery Outlet

25 West Hortter Street
Philadelphia, PA 19119

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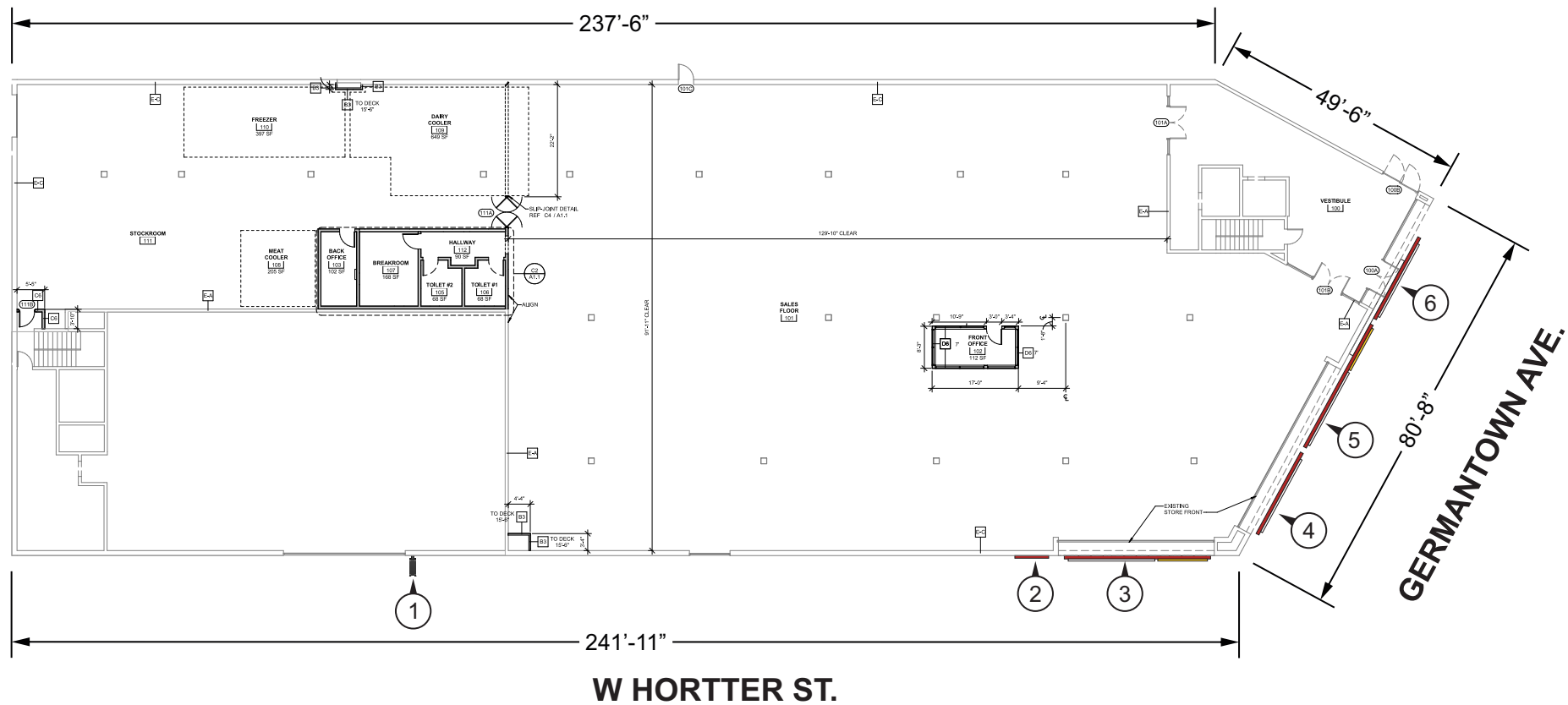
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PLAN VIEW
Scale: 1/32" = 1'

ID	Description	Proposed Area	Location	Proposed Height	Required Height	Type
1	Directional Parking Sign	7.11 sq ft	W. Hortter St.	12'	9' or above from AFF. Below 1st floor.	Double sided illuminated blade sign.
2	Directional Parking Sign	7.11 sq ft	W. Hortter St.	12'	9' or above from AFF. Below 1st floor.	Single sided wall sign.
3	Grocery Outlet Bargain Market Main ID Sign	86.5 sq ft	W. Hortter St.	14'	9' or above from AFF. Below 1st floor.	Illuminated channel letters on red opaque pan.
Total SQ FT (W Hortter St.)		100.72 sq ft				Allowable SQ FT: 241'-11" x 2 = 482.2 SQFT

ID	Description	Proposed Area	Location	Proposed Height	Required Height	Type
4	"Produce Dair" Product Line	21.89 sq ft	Germantown Ave.	14'	9' or above from AFF. Below 1st floor.	Illuminated channel letters.
5	Grocery Outlet Bargain Market Main ID Sign	86.5 sq ft	Germantown Ave.	14'	9' or above from AFF. Below 1st floor.	Illuminated channel letters on red opaque pan.
6	"Meat Organics" Product Line	22.9 sq ft	Germantown Ave.	14'	9' or above from AFF. Below 1st floor.	Illuminated channel letters.
Total SQ FT (Germantown Ave.)		131.29 sq ft				Allowable SQ FT: 80'-8" x 2 = 161 SQFT