

ADDRESS: 3600-30 LANCASTER AVE

Proposal: Install sign

Review Requested: Final Approval

Owner: CA RESIDENTIAL DREXEL LLC

Applicant: Natalya Atroshyna, EZ SIGNS INC

History: 1878; William Fennell Row

Individual Designation: 10/9/2015

District Designation: None

Staff Contact: Allyson Mehley, allyson.mehley@phila.gov, 215-686-7660

OVERVIEW:

This application proposes to install a 9'-5" x 6'-5" vinyl wall film on the 36th Street side elevation of the building at 3600-30 Lancaster Avenue. The sign would be adhered to the historic masonry.

The staff has already approved additional signage for this commercial unit and encourages the applicants to pursue signage that is limited to the storefront portion of the property, such as a smaller wall sign located on the pier to the right of the storefront window on the 36th Street elevation.

SCOPE OF WORK:

- Install sign

STANDARDS FOR REVIEW:

The Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines include:

- *Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*
 - The proposed sign is extremely large and out of scale with the historic property. Furthermore, the vinyl material may trap moisture against the masonry, causing long-term damage. The application fails to satisfy this standard.

STAFF RECOMMENDATION: Denial, pursuant to Standard 9.

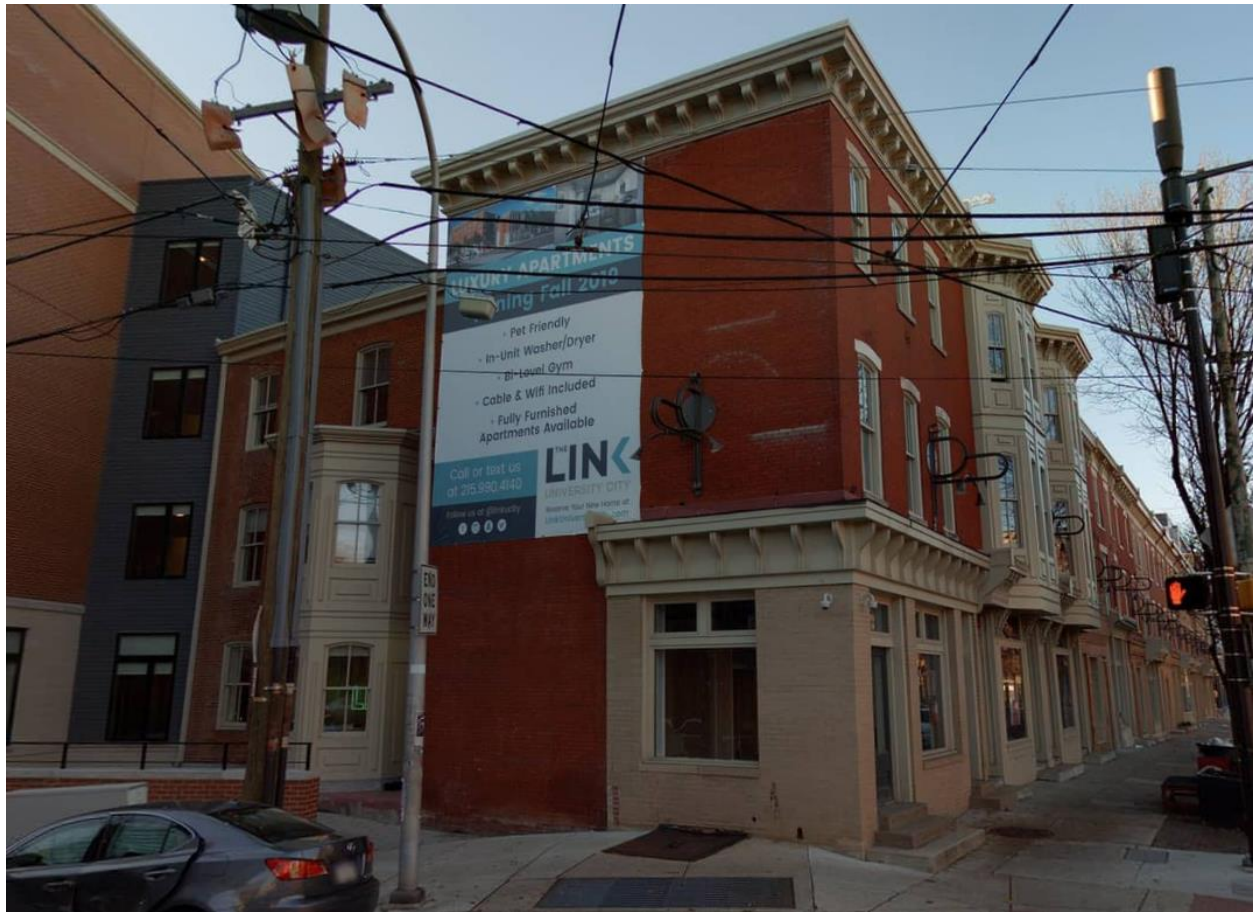


Figure 1: The 36th Street elevation of 3600-30 Lancaster Avenue.

*Ez Signs, LLC
2177 Bennett Road
Philadelphia, PA 19116
Tele: 1(866) 349- 5444
FAX: (215) 676-3269
service@signsinstall.com*

**EZ SIGNS INC
1 (866) FIX-LIGHT**

August 16, 2022

To whom it may concern,

Proposed Sign installation for Truist Bank located 3600 Lancaster

Ave The scope of work includes:

Sign E02 – Proposed to install one (1) MURAL print over the brick wall 59 Sq Ft. Sizes and location as per attached plans.

If you have any questions, feel free to contact me at any time!

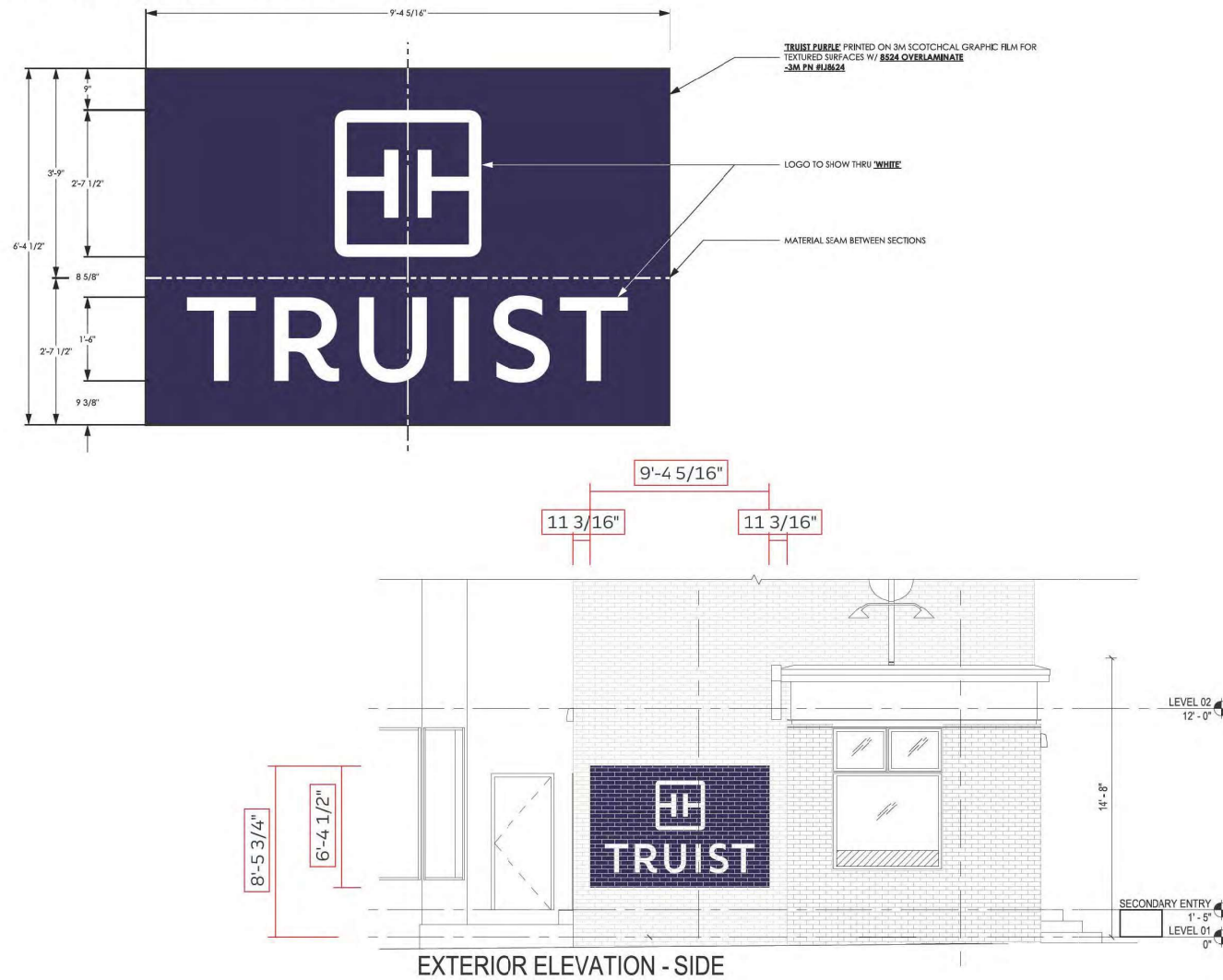
Natalya Atroshyna
EZ SIGNS LLC
2177 Bennett Road
Philadelphia, PA 19116
p. 267-406-0273
e. permits@signsinstall.com

E02

Install one (1) Mural print over the brick wall 59 SF

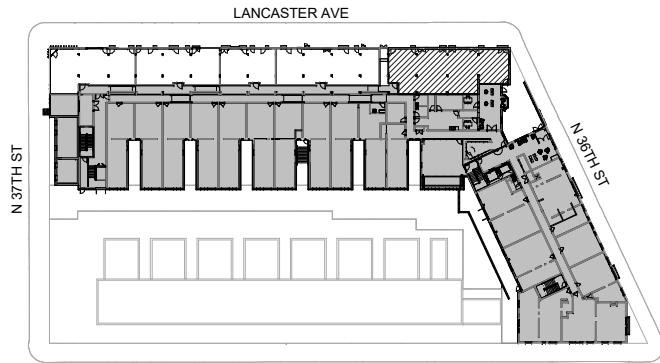
3600 LANCASTER AVE

Custom 3M IJ480SV Brick Mural



Applied Electronically by L&J User:

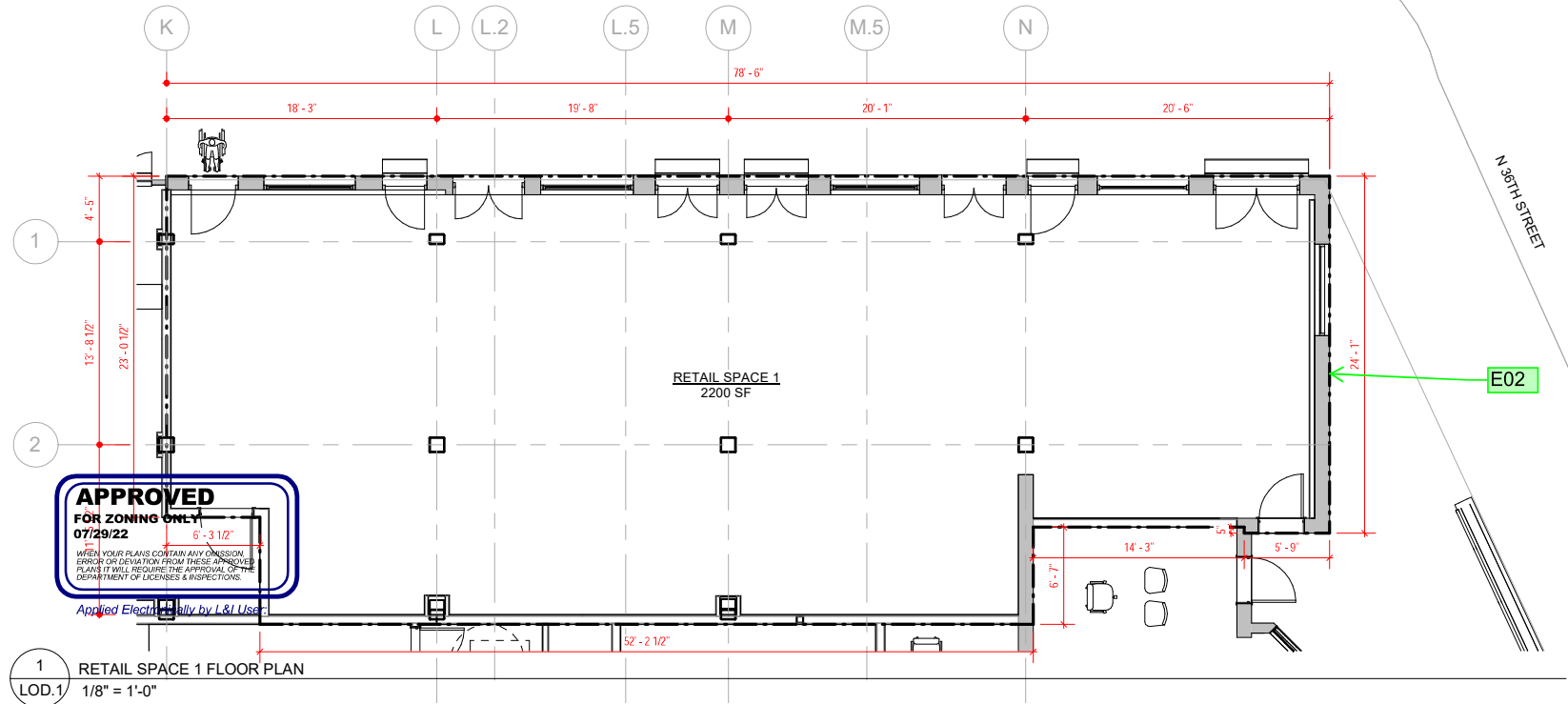
C:\Users\mm\Documents\02-17-2026_C+S Central_2017_rmm.rvt



2
LOD.1
KEY PLAN
1" = 80'-0"

LANCASTER AVE

E02 - Install/paint one (1) mural print over the brick wall 59 SF



3600 LANCASTER AVE



100 EAST PENN SQUARE
SUITE 1080
PHILADELPHIA, PA 19107
215.928.9331
JKRPARCHITECTS.COM

OWNER/CLIENT

CA STUDENT LIVING DREXEL, LLC
130 E RANDOLPH ST STE 2100
CHICAGO, IL 60601
312.754.8405

THE LINK AT
UNIVERSITY CITY
ADAPTIVE REUSE-
MIXED-USE APARTMENTS
3600-3630 LANCASTER AVE
PHILADELPHIA, PA 19104
PROJECT NORTH

RETAIL SPACE 1

DATE: 04.05.2019

DRAWN BY: AR

REVISIONS:



AS INDICATED

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LOD.1

CONSTRUCTION ISSUE








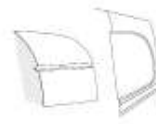
Product Description

- Non-PVC adhesive backed film for Solvent, UV, Latex Inkjet printing and UV Screen Printing
- This film utilizes 3M™ Controltac™ and 3M™ Comply™ technology
 Controltac™ minimizes the initial contact area of the adhesive for easy sliding, tacking, snap-up and repositioning
 Comply™ technology allows air to exit through air release channels to the edge of the graphic
- Use LX480mC with Latex Inkjet Inks or UV Inkjet Inks
- Use SV480mC with Solvent, Eco-solvent and UV Inkjet Inks
- Expected Performance Life (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface under Northern European climate conditions):
 - White: 11 years
- Expected Performance Life (unwarranted period for unprinted film with no graphic protection, applied to a vertical textured surface, indoor application):
 - White: 12 years

Recommended types of graphic and use

- Indoor and outdoor graphics and signs
- Wraps for vehicles, straight trucks, semi-trucks and semi-trailers
- Bus graphics
- Watercraft graphics (above the static water line only)
- Point-of-purchase graphics and displays, emblems or striping
- Small format original equipment manufacturer's (OEM) decorative and identification graphics, cautionary and safety labeling
- Smooth and textured walls graphics

Surface types

flat	rivets	simple curves	compound curves	corrugations	deep channels and recesses
✓	✓	✓	✓	✓	✓
					

Product line

Product name	Description	Features
3M™ Envision™ Print Wrap Film LX480mC	white, opaque film with a glossy finish	Controltac™ and Comply™
3M™ Envision™ Print Wrap Film SV480mC	white, opaque film with a glossy finish	Controltac™ and Comply™

Recommended Compatible Products

See instruction bulletin 'AT-1' for information about selection and use of suitable application tapes for this product, please.

Follow the link for further information about selection and use of compatible protective overlaminates and printable clears.

Follow the link for a complete list of compatible products that are approved by 3M for use with the base film covered in this Bulletin and used for the creation of a graphic that may be eligible for the 3M™ MCS™ Warranty or 3M Performance Guarantee.

Physical Properties

The values displayed are the results of illustrative lab test measures made according to the indicated external norm and shall not be considered as a commitment from 3M .

Value	Characteristic	
Material	Non-Vinyl Composite	
Thickness	Film without adhesive:	0,05 ± 0,005 mm
ISO 534	Film with adhesive:	0,08 - 0,10 ± 0,01 mm
Adhesive	Acrylic pressure-sensitive, repositionable	
Adhesive appearance	Grey	
Adhesion	ABS	20 ± 2 N/25 mm
Indicative values	Aluminum etched	20 ± 2 N/25 mm
FTM 1, 24 h 23°C/50%RH	Paint	20 ± 2 N/25 mm
Applied shrinkage FTM 14	0,4 mm	
Liner	Polyethylene-coated paper	
Application method	Dry only	
Substrate types	Aluminum, glass, PMMA, PC*, ABS, paint**	
	The application of film onto glass can cause glass break by uneven heat absorption through sun exposure. 3M does not accept liability for glass breakage.	
	* Might require drying with heat before application of film.	
	** Check adhesion to powder-coated or water-based paints.	
Application temperature	4 – 38 °C	Flat
	10 – 38 °C	Simple curves, corrugations and rivets
	16 – 32 °C	Compound curves, recesses and watercrafts
	SV version 10 - 38 °C	
Temperature range after application	-53 to +107 °C	
	(not for extended periods of time at the extremes)	
Chemical Resistance	<ul style="list-style-type: none"> • Resists mild alkalis, mild acids, and salt • Excellent resistance to water (does not include immersion) • Resists occasional fuel spills 	
Flammability	Flammability standards are different from country to country. Ask your local 3M contact for details, please. <u>Follow the link to check for available fire certificates.</u>	

Warranty Information

3M Basic Product Warranty

3M Graphics Products are warranted to be free of defects in materials and manufacture at the time of shipment and to meet the specifications stated in its applicable 3M Graphics Product Bulletin and as further set forth in the 3M Graphics Warranties Bulletin.

3M™ Performance Guarantee and MCS™ Warranty

3M provides a guarantee/warranty on a finished applied graphic within the framework of 3M™ Performance Guarantee and/or 3M™ MCS™ warranty programs.

[Follow the link for a complete list of compatible products that are approved by 3M for use with the base film covered in this Bulletin and used for the creation of a graphic that may be eligible for the 3M™ MCS™ Warranty or 3M™ Performance Guarantee.](#)

Limited Remedy

Unsuitable End Uses

3M recommended product end uses are listed in each 3M graphics product bulletin. End uses not listed in the applicable 3M Graphics Product Bulletins are typically not eligible for 3M Graphics Warranties. For non-recommended and/or non-warranted end uses or applications, users must test and approve the end uses or applications, assume any associated risks, and acknowledge that 3M has no liability for such end uses or applications. Please contact your 3M representative with any questions about graphic applications, end uses, and warranties.

Limitations of liability

All questions of warranty and liability relating to this product are governed by the terms and conditions of the sale, subject, where applicable, to the prevailing law. 3M Commercial Solutions products are not tested against automotive manufacturer specifications!

Graphic Manufacturing

Ink jet printing

A too high total physical ink amount on the film results in media characteristic changes, inadequate drying, overlamine lifting, and/or poor graphic performance. The maximum recommended total ink coverage for this film is 270%.

See the individual ink bulletins for details, please.

IMPORTANT NOTE: Incomplete drying or curing can result in graphic failure including curling, increased shrinkage and adhesion failure, which are not covered under any 3M Graphic Warranty.

[Special Instructions for HP Latex 831/891](#)

[See 3M Customer Information on credits under LEED®v4](#)

Sheeting, Scoring and Film Cutting

[See 3M Instruction Bulletin 4.1 for Sheeting, Scoring and Film Cutting details](#)

Application and Installation

In addition to other 3M Bulletins specified in this document, the following Bulletins provide details that you may need to successfully apply a graphic.

[See 3M Instruction Bulletin 5.42 for application and special considerations for watercrafts.](#)

[See 3M Instruction Bulletin 5.46 for application on substrates with recesses.](#)

[See 3M Instruction Bulletin 5.5 for general procedures for interior and exterior dry application.](#)

[See 3M Instruction Bulletin 6.5 for information about storage, handling, maintenance and removal of films and sheetings.](#)

Maintenance, Cleaning and Removal

Use a cleaner designed for high-quality painted surfaces. The cleaner must be wet, non-abrasive, without solvents, and have a pH value between 3 and 11 (neither strongly acidic nor strongly alkaline).

These films can be removed with the aid of heat and/or chemicals.

[See 3M Instruction Bulletin 6.5 for information about storage, handling, maintenance and removal of films and sheetings.](#)

Shelf Life, Storage and Shipping

The shelf life as defined below remains an indicative and maximum data, subject to many external and non-controllable factors. It may never be interpreted as warranty.

The shelf life is never more than 3 years from the date of manufacture on the original box. If you process the film, the shelf life is changed to 1 year from the processing date, but not later than the 3-year maximum from the manufacturing date.

Storage conditions: +4°C to +40°C, out of sunlight, original container in clean and dry area.

Shipping finished graphics: Flat, or rolled printed side out on 6 inch (15 cm) or larger core.

Health and Safety

When handling any chemical products, read the manufacturer's container labels and the Safety Data Sheets (SDS) for important health, safety and environmental information.

[Follow the link to obtain SDS sheets for 3M products on 3M.com/SDS.](#)

[Follow the link to obtain information about substances of very high concern \(SVHC\).](#)

IMPORTANT! When using any equipment, always follow the manufacturer's instructions for safe operation.

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