

January 15, 2025

VIA ELECTRONIC MAIL

Katherine C. Liss
Philadelphia Art Commission
One Parkway, 13th Floor
1515 Arch Street
Philadelphia, PA 19102

RE: 1300 Pattison Avenue; Xfinity Live! 2; Sign and Streeetry Committee Review

Dear Ms. Liss:

As you may recall, we represent the developer of the Xfinity Live! project at 1300 Pattison Avenue. We have presented our plans to construct a two-story, open-air addition (with eating/drinking establishments) to the current building, along with renovation of the outdoor entertainment plaza space, including a stage, stage lawn, beer garden, and new signage. On November 27, 2024, we presented to the Sign and Streeetry Committee for exterior signage package review and received recommendation for concept approval. The Art Commission granted concept approval at the December 11, 2024 meeting.

We now submit this letter to request time on the agenda at the January 22, 2025 meeting of the Sign and Streeetry Committee to present and discuss the exterior signage package of this project for final approval. The exterior signage package proposes thirty (30) signs in the project area, including wall signs, banners, murals, and wayfinding signs.

Please see the enclosed plans and renderings for your review. You can direct any questions regarding the project or submission package to me at the contact information below.

Sincerely,



Frederick N. Poindexter
Saul Ewing LLP
Centre Square West
1500 Market Street, 38th Floor
Philadelphia, PA 19102
215-972-7137
frederick.poindexter@saul.com



XFINITY LIVE! ENTERTAINMENT PLAZA

Philadelphia Art Commission Signage Presentation

01/22/2025

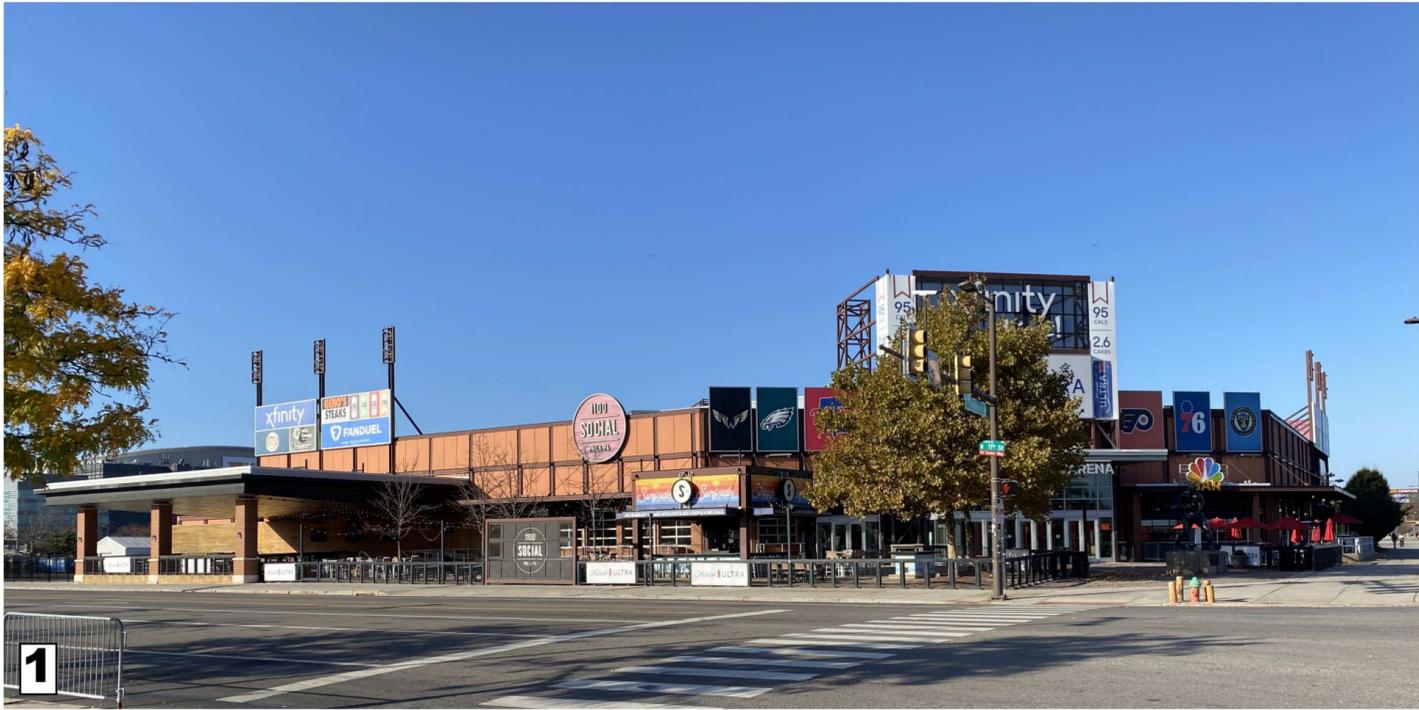


XFINITY LIVE! ENTERTAINMENT PLAZA

Project: XfinityLive2
Applicant: PL Phase One LLP
Applicant Address: 601 East Pratt Street, 6th Floor
Baltimore, MD 21202

Project Description:
Entertainment Plaza for the Existing Xfinity Live! Project.

Renovation of the existing Entertainment Plaza including the addition of a two story open-air pavillion. Includes Stage, Stage Lawn, Plaza as well as two bars within the two story pavillion and three freestanding bars within and around the plaza.



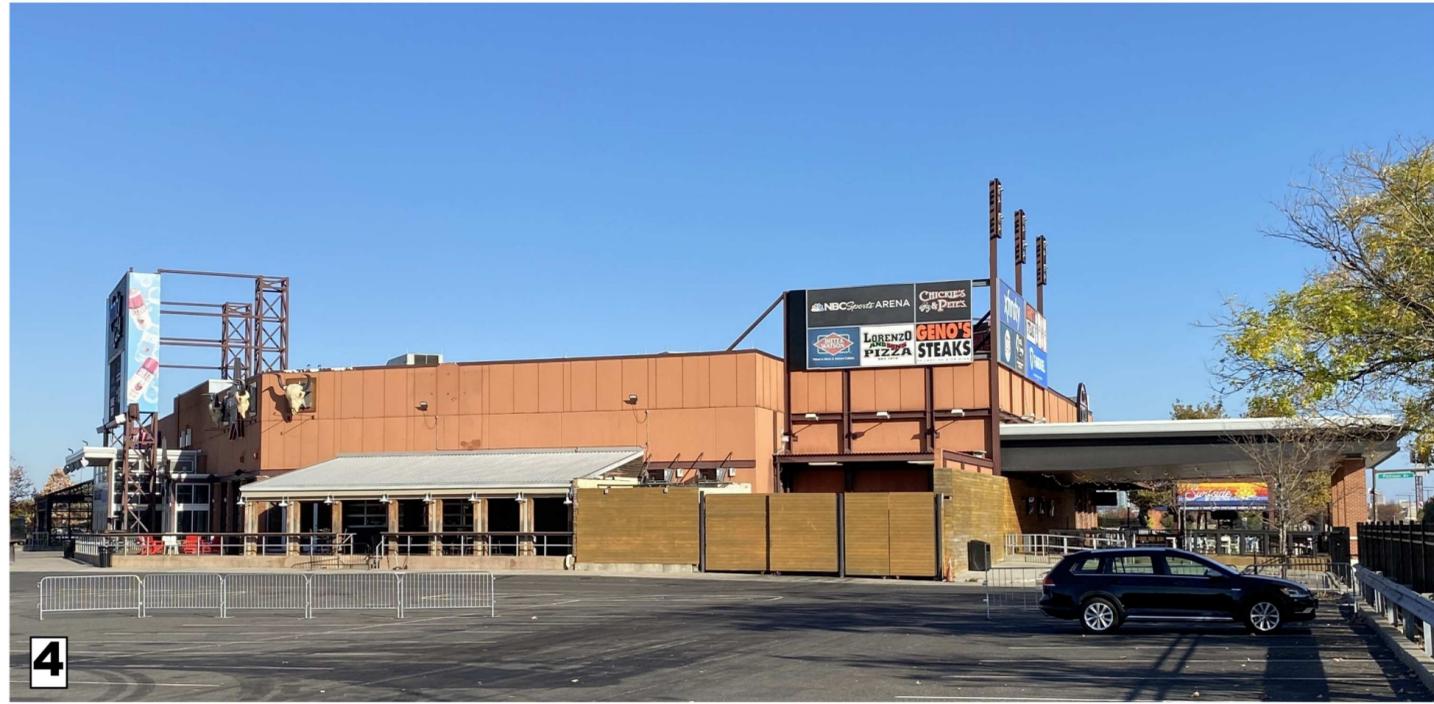
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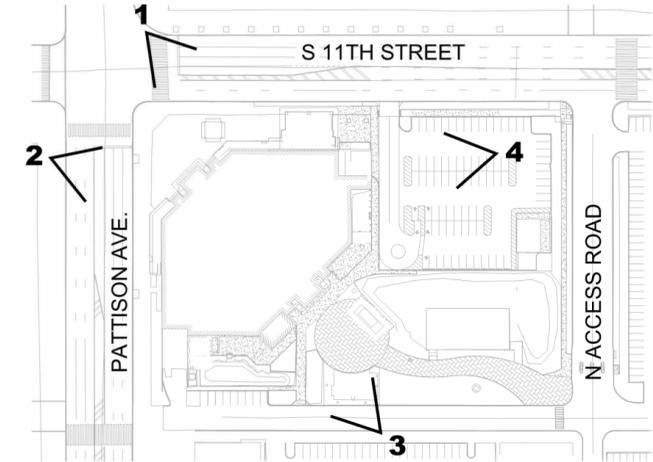
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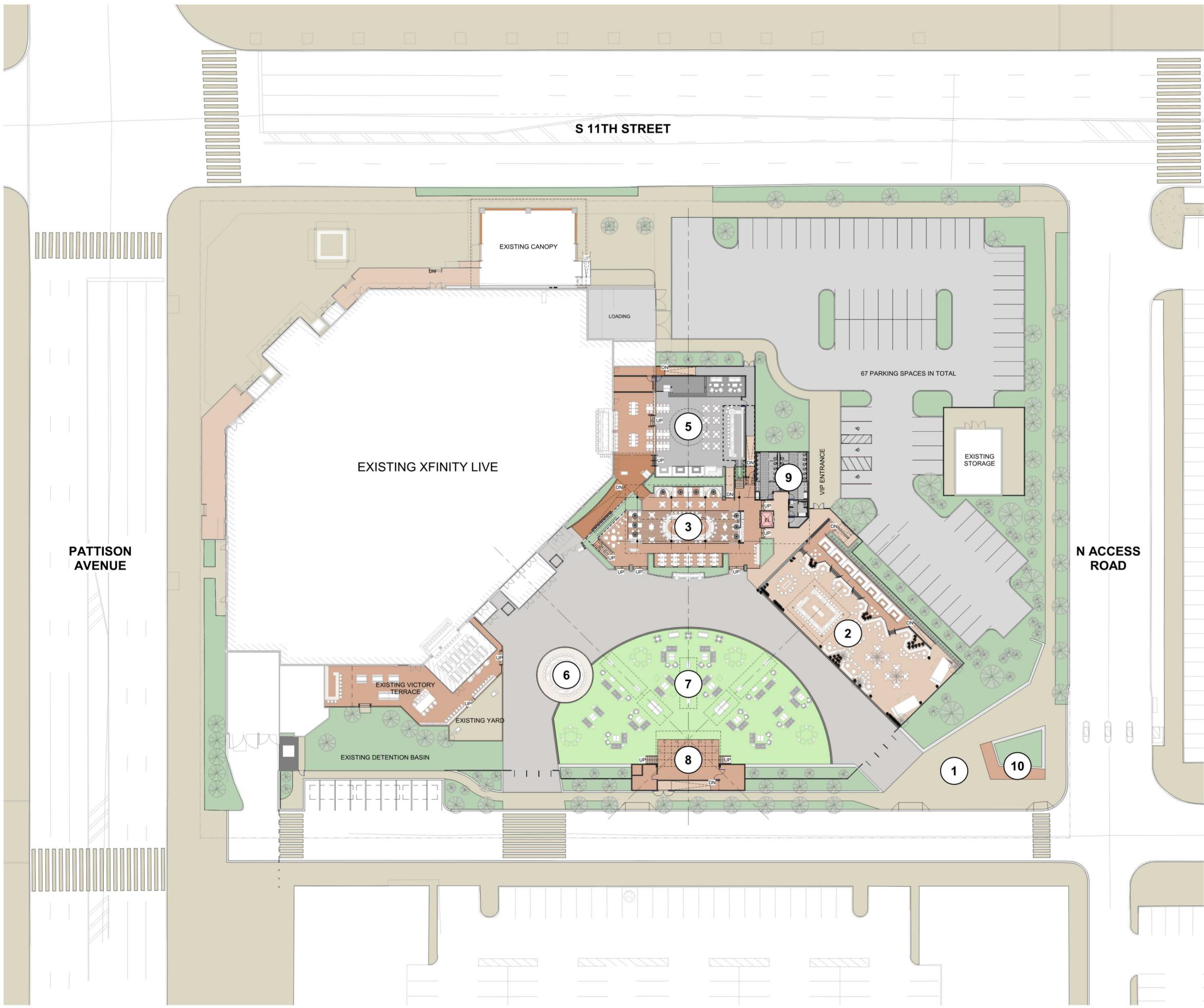


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4



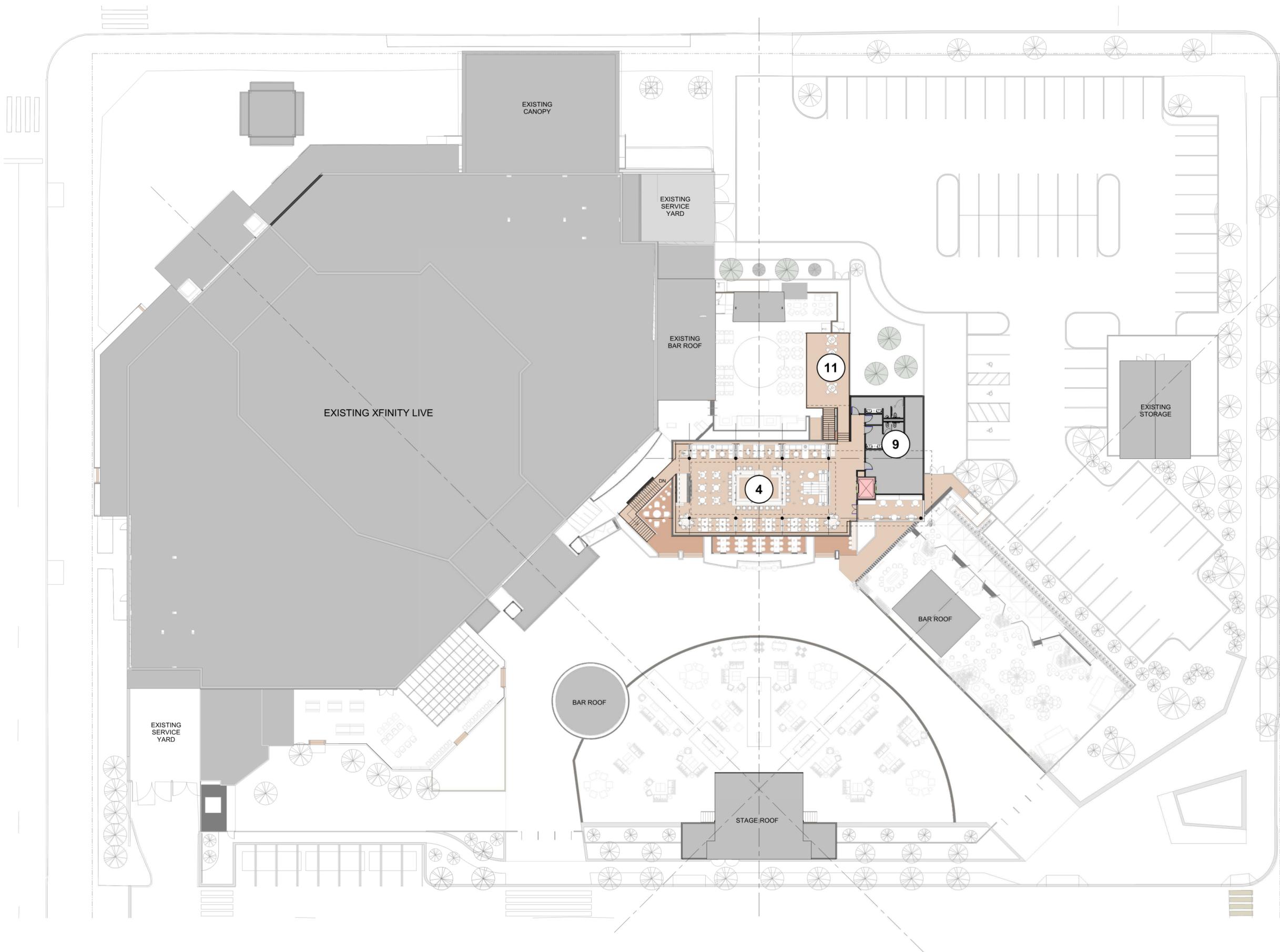


- 1 ENTRANCE PLAZA
- 2 BEER GARDEN
- 3 VIP
- 4 AVA
- 5 PBR YARD
- 6 CRUSH BAR
- 7 LAWN
- 8 STAGE
- 9 RESTROOM & SUPPORT
- 10 PUBLIC ART SCULPTURE
- 11 PBR DECK

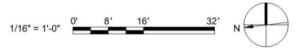


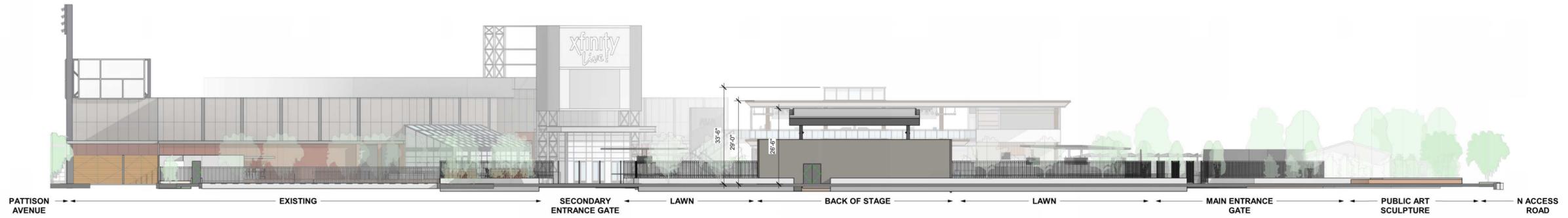
FLOOR PLAN - 1ST FLOOR
XFINITY LIVE! ENTERTAINMENT PLAZA



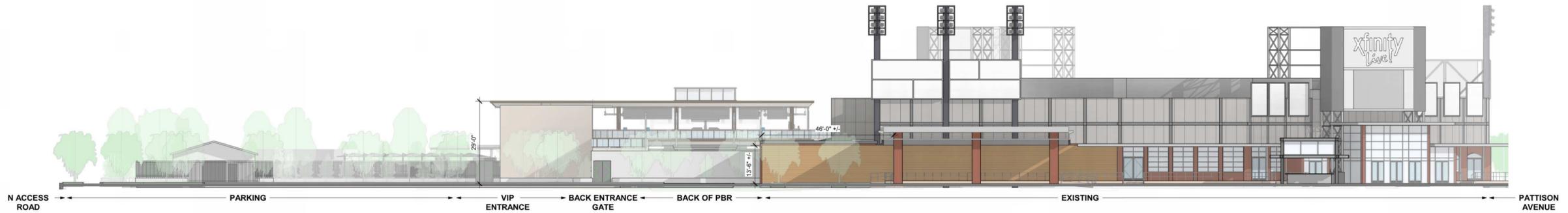


- ① ENTRANCE PLAZA
- ② BEER GARDEN
- ③ VIP
- ④ AVA
- ⑤ PBR YARD
- ⑥ CRUSH BAR
- ⑦ LAWN
- ⑧ STAGE
- ⑨ RESTROOM & SUPPORT
- ⑩ PUBLIC ART SCULPTURE
- ⑪ PBR DECK





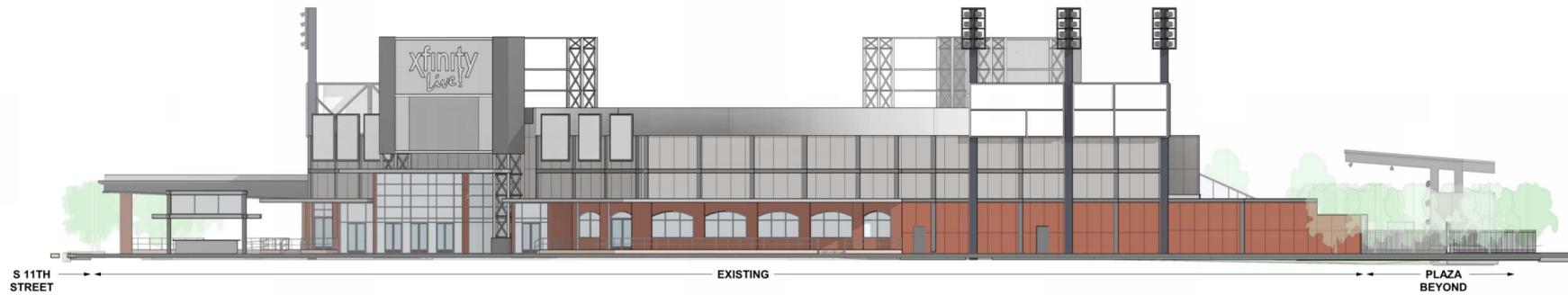
1 OVERALL ELEVATION - WEST
Scale: 1/16" = 1'-0"



2 OVERALL ELEVATION - EAST (FROM S 11TH ST)
Scale: 1/16" = 1'-0"



3 OVERALL ELEVATION - SOUTH (FROM N ACCESS RD)
Scale: 1/16" = 1'-0"



4 OVERALL ELEVATION - NORTH (FROM PATTISON AVE)
Scale: 1/16" = 1'-0"

1/16" = 1'-0" 0' 8' 16' 32'







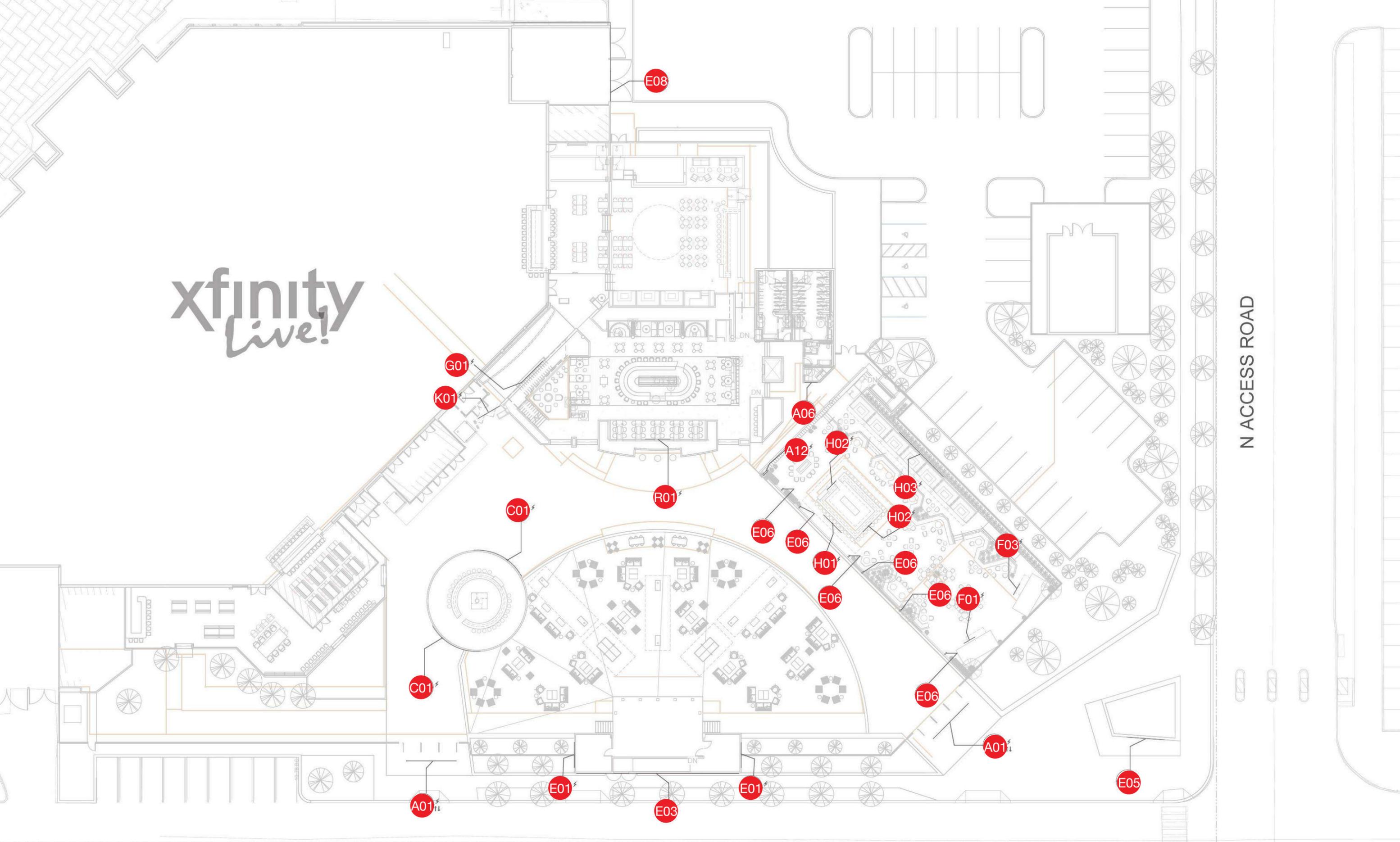


SIGNAGE QUANTITIES

	DESCRIPTION	TOTAL
A01	GATEWAY SIGN	2
A05	BACKYARD SIGN	1
A06	RESTROOM ICON	1
A07	RESTROOM LETTERS	1
A12	RESTROOM DIRECTIONAL PYLON	1
C01	CRUSH BAR SIGN	2
E01	XFINITY CABINET SIGNS	2
E03	STAGE MURAL	1
E05	PLACEMAKING SCULPTURE	1
E06	BANNER SIGN	6
E08	DOCK MURAL	1
F01	FOOD TRUCK SIGN -1	1
F03	FOOD TRUCK SIGN -1	1
G01	AVA ROOFTOP SIGN	1
G02	AVA ROOFTOP BAR SIGN	1
H01	BEER GARDEN SIGN	1
H02	BEER GARDEN BAR SIGN	2
H03	VIP SIGNAGE	1
K01	PBR YARD GATEWAY	1
K12	PBR COWBOY BAR WALL GRAPHICS	1
R01	BAR IDENTITY SIGN	1
Grand total:		30



xfinity
Live!



xfinity
Live!

K12

A05

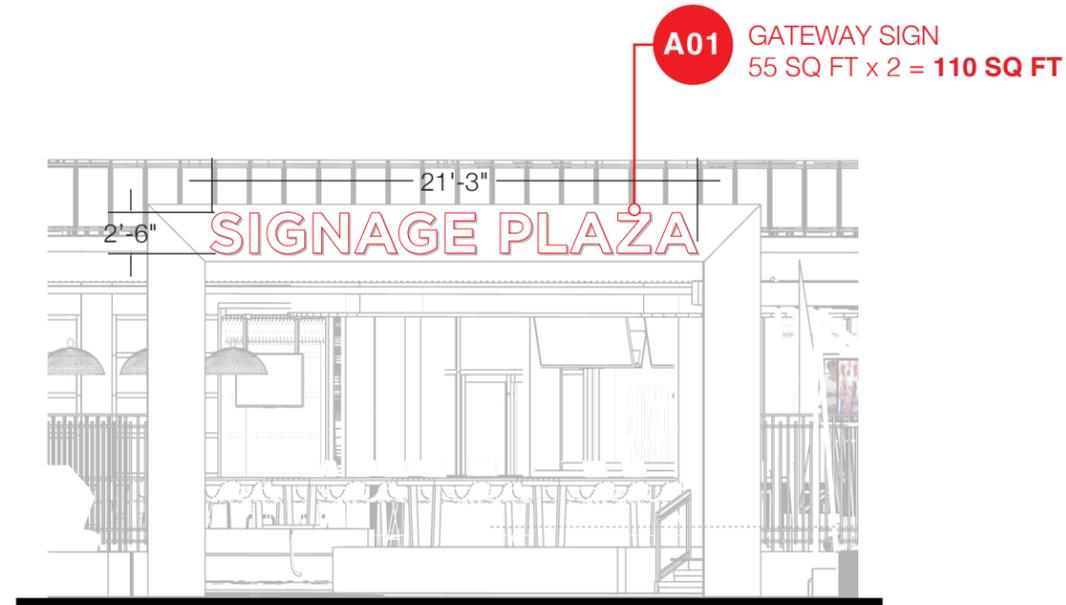
G02

A07

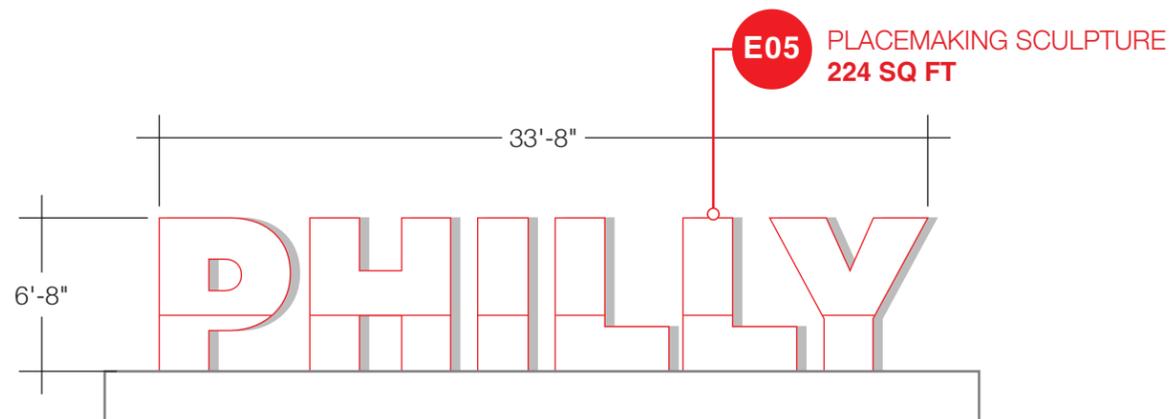


A01 Aluminum channel letters with acrylic face, decorative face trim, and painted trim and returns. Illuminated via white LEDs. Mounted to painted external signage support frame/raceway. Internally illuminated.

E05 Custom fabricated, freestanding, sculptural steel cabinet/bench. Painted with automotive grade paint and finished with clear coat. Mechanically mounted to walkway, structural footing, or additional architectural-grade, finished concrete base as required.



1 MAIN ENTRANCE
Scale: 1/8" = 1'-0"

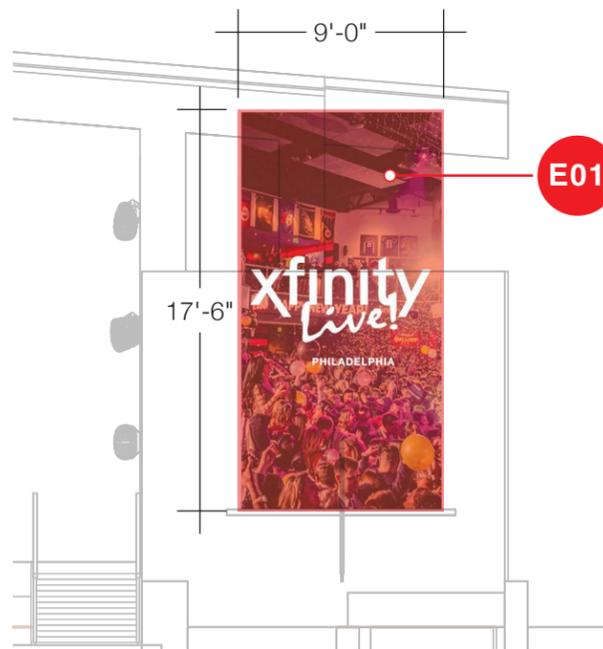


2 PLACEMAKING SCULPTURE
Scale: 1/8" = 1'-0"



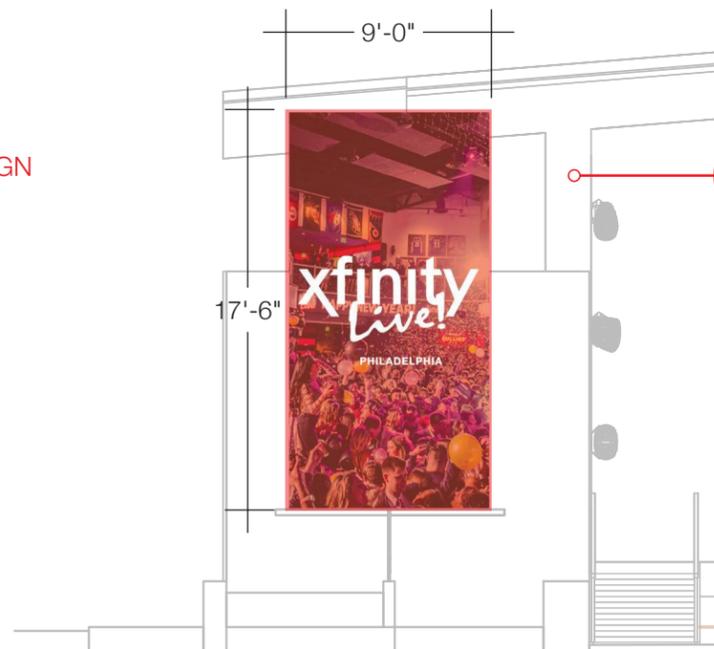






E01 XFINITY CABINET SIGN
158 SQ FT

1 PLAZA STAGE - NORTH ELEVATION
Scale: 1/8" = 1'-0"



E01 XFINITY CABINET SIGN
158 SQ FT

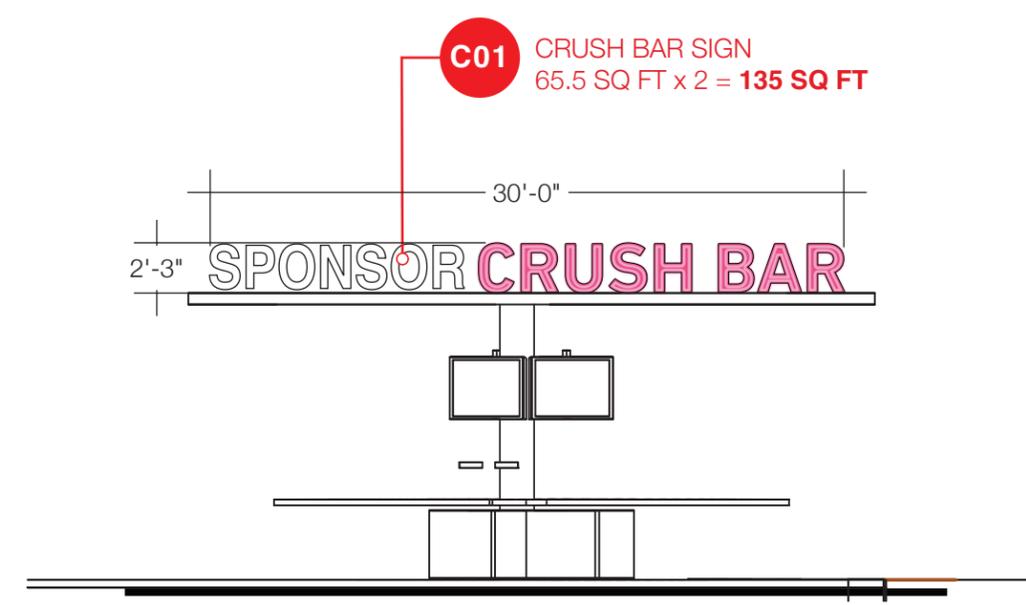
2 PLAZA STAGE - SOUTH ELEVATION
Scale: 1/8" = 1'-0"

- E01** Digital LED signage attached flushed to existing wall.
- E03** Hand painted wall mural with protective overlamine.
- C01** Custom fabricated, painted open channel letters with inset single-line exposed [pink] neon or faux LED neon illumination. Light tubes on stand-offs. (Faux LED neon eg. Sloan LED or better). Internally illuminated.



E03 STAGE MURAL
923 SQ FT

3 PLAZA STAGE - WEST ELEVATION
Scale: 1/8" = 1'-0"

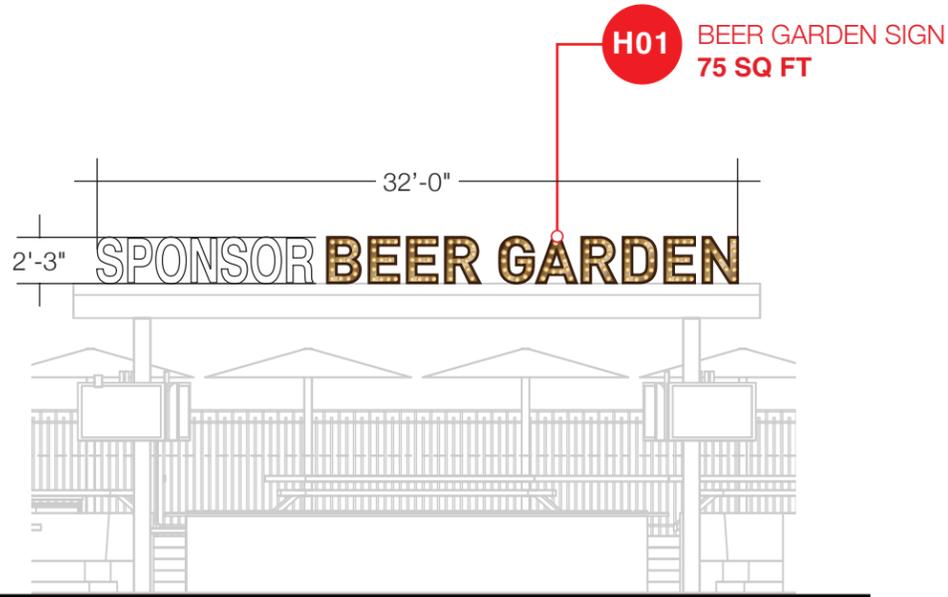


C01 CRUSH BAR SIGN
65.5 SQ FT x 2 = 135 SQ FT

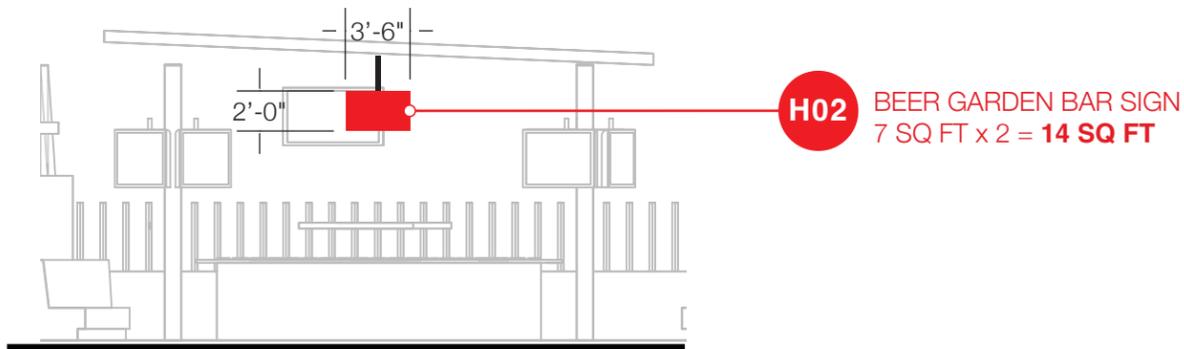
4 CRUSH BAR
Scale: 1/8" = 1'-0"



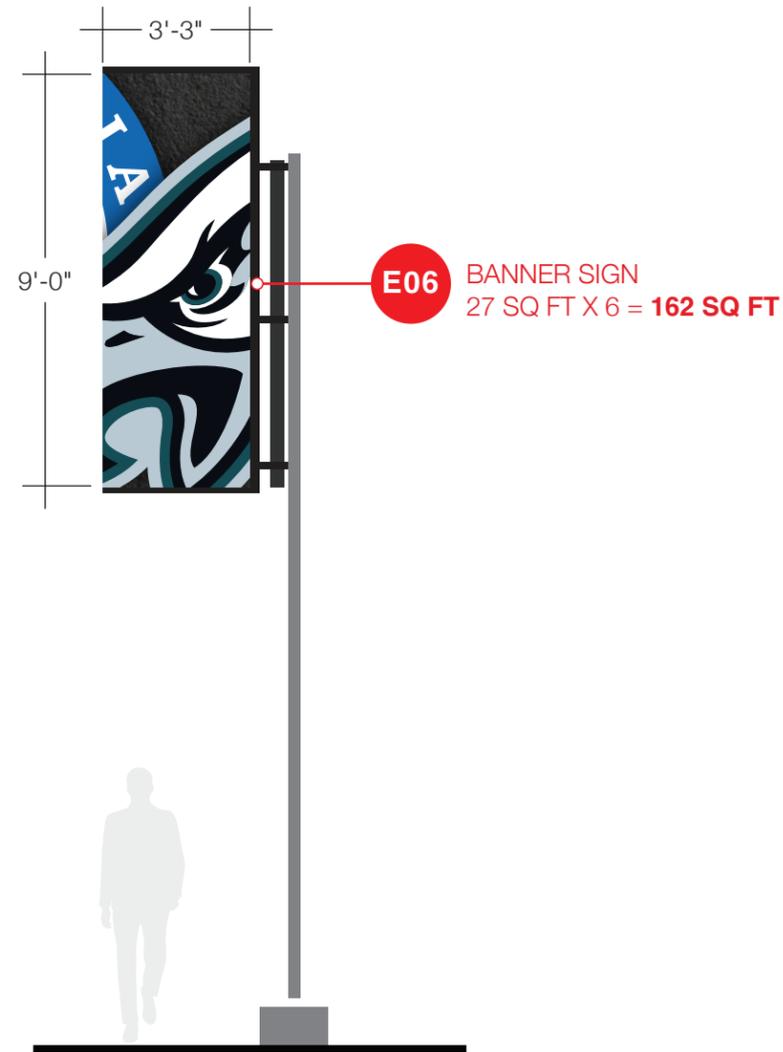




1 BEER GARDEN NORTH ELEVATION
Scale: 1/8" = 1'-0"



2 BEER GARDEN WEST ELEVATION
Scale: 1/8" = 1'-0"

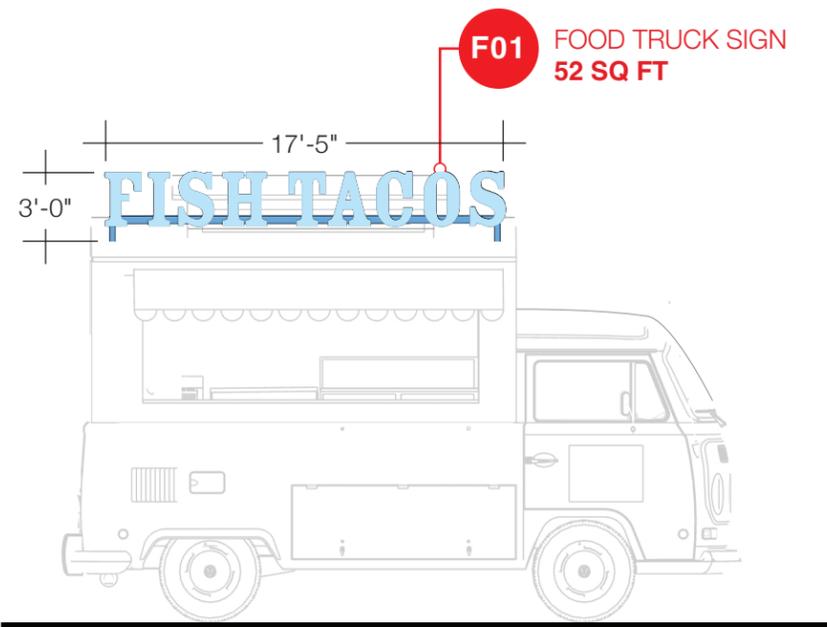


3 BANNER SIGN
Scale: 1/4" = 1'-0"

- H01** Custom fabricated, painted open channel letters with marquee-style lightbulbs. Internally illuminated.
- H02** Custom fabricated, double sided cabinet with push thru logos; illuminated via white LEDs. Mounted to schedule ceiling via post. Requires power.
- E06** Digitally printed double sided banners, mounted to the posts via brackets.



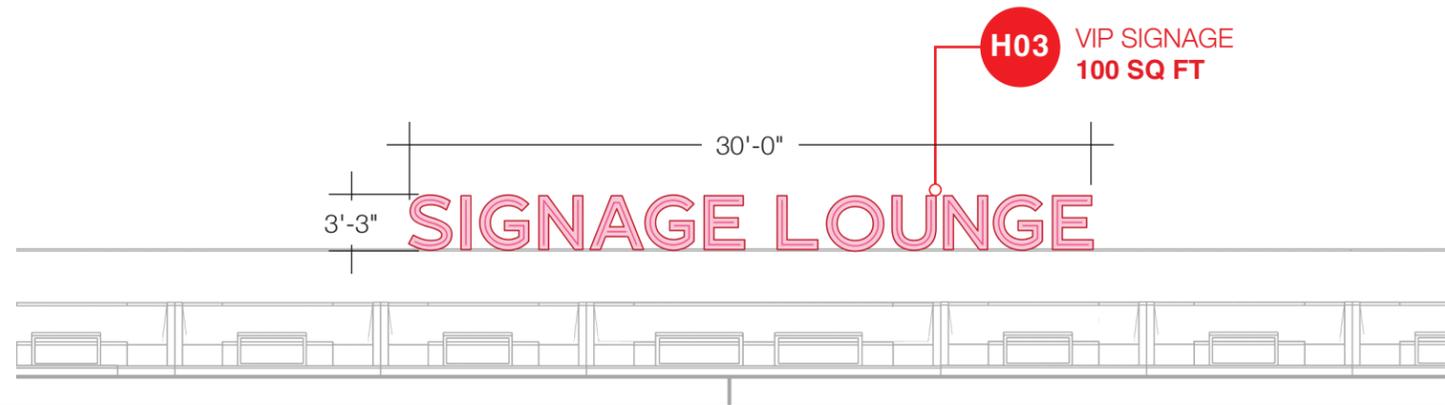




1 FOOD TRUCK SIGN
Scale: 1/8" = 1'-0"



2 FOOD TRUCK SIGN
Scale: 1/8" = 1'-0"



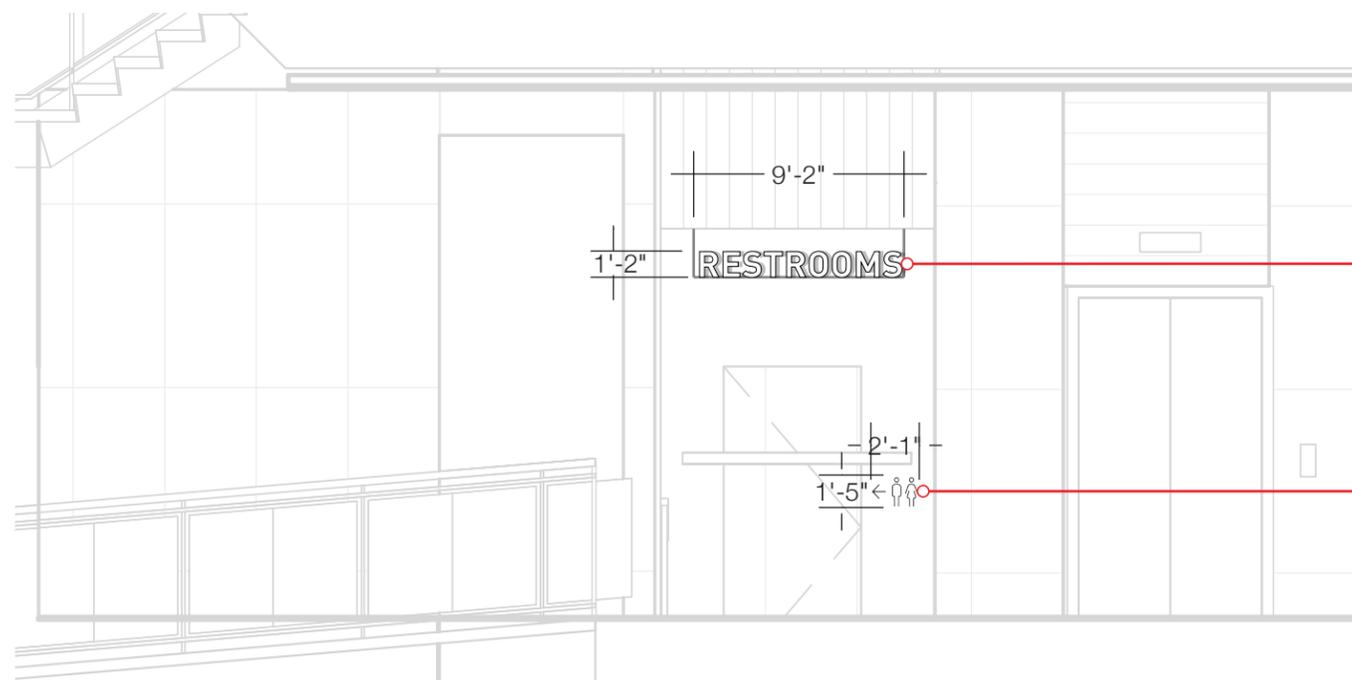
3 VIP SIGNAGE - NORTH ELEVATION
Scale: 1/8" = 1'-0"

F01 Aluminum channel letters with acrylic face, decorative face trim, and painted trim and returns. Illuminated via white LEDs. Mounted to painted external signage support frame/raceway. Internally illuminated.

F03 Custom fabricated, painted open channel letters with inset single-line exposed [red] neon or faux LED neon illumination. Light tubes on stand-offs. (Faux LED neon eg. Sloan LED or better). Mounted to painted external signage support frame/raceway. Internally illuminated.

H03 Custom fabricated, painted open channel letters with inset single-line exposed [pink] neon or faux LED neon illumination. Light tubes on stand-offs. (Faux LED neon eg. Sloan LED or better). Internally illuminated.

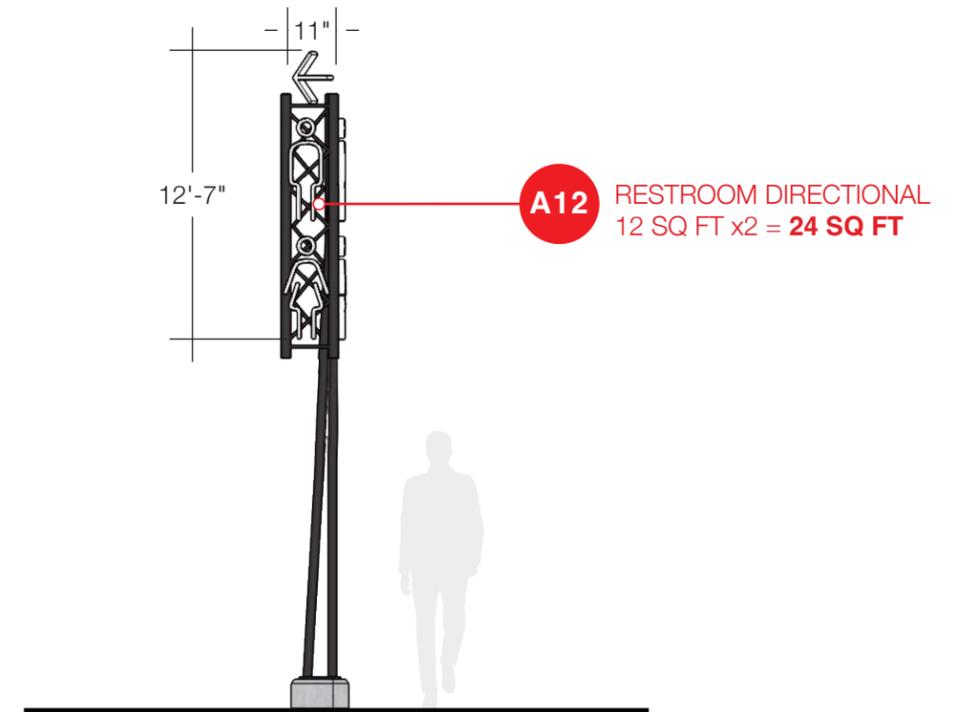
- A06** aluminum channel letter w/ painted returns: halo illuminated via white leds.
- A07** Aluminum channel icon with trimless, flush acrylic face, w/ perforated white vinyl on face, painted returns, illuminated via white LEDs. Internally illuminated.
- A12** Aluminum channel letters and symbol with trimless, flush acrylic face, painted returns, illuminated via white LEDs. Internally illuminated.



A07 RESTROOM LETTERS
11 SQ FT

A06 RESTROOM ICON
3 SQ FT

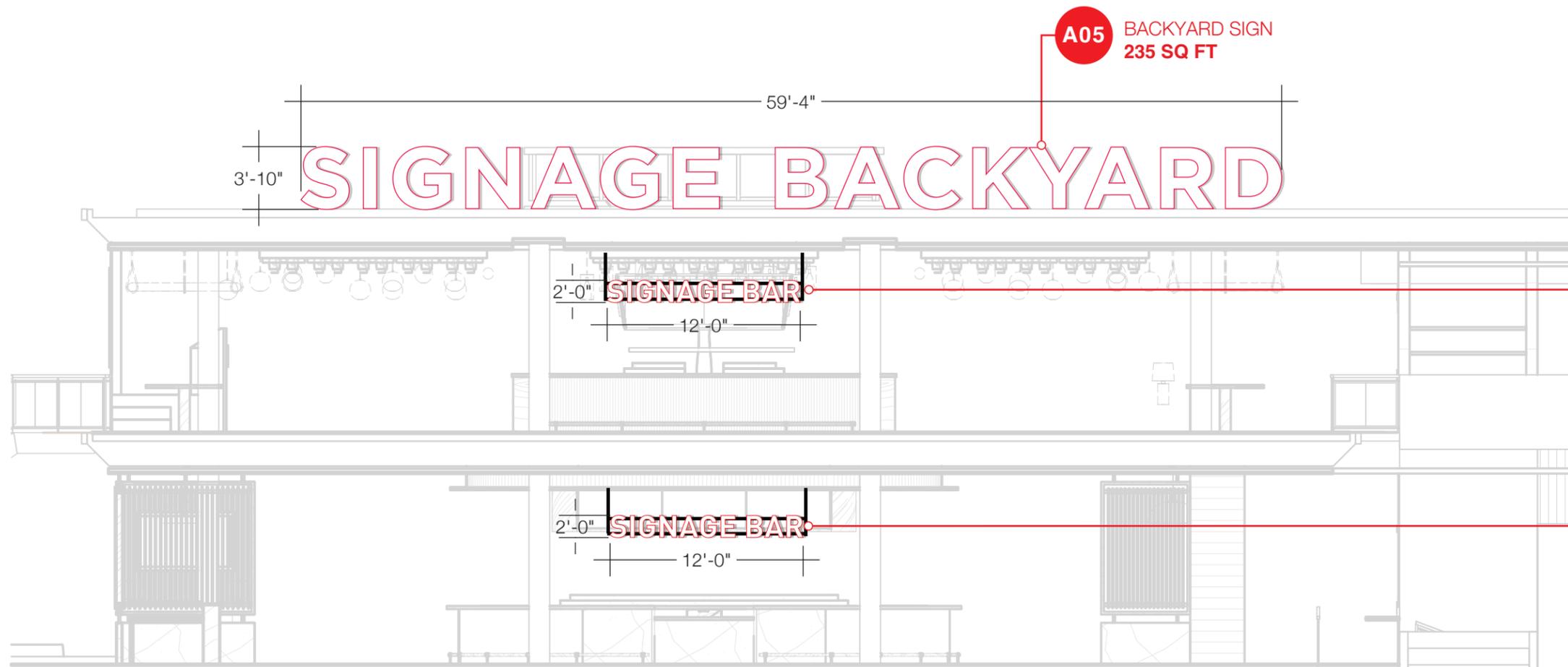
1 RESTROOM SIGN - WEST ELEVATION
Scale: 1/8" = 1'-0"



A12 RESTROOM DIRECTIONAL
12 SQ FT x2 = 24 SQ FT

2 FREESTANDING RESTROOM DIRECTIONAL
Scale: 1/4" = 1'-0"





A05 Aluminum channel letters with trimless, flush acrylic face, painted returns, illuminated via white LEDs. Internally illuminated.

G02 Aluminum channel letters with trimless, flush acrylic face, painted returns, illuminated via white LEDs. Mounted to ceiling with painted external signage support frame/raceway. Internally illuminated.

R01 Aluminum channel letters with trimless, flush acrylic face, painted returns, illuminated via white LEDs. Mounted to ceiling with painted external signage support frame/raceway. Internally illuminated.

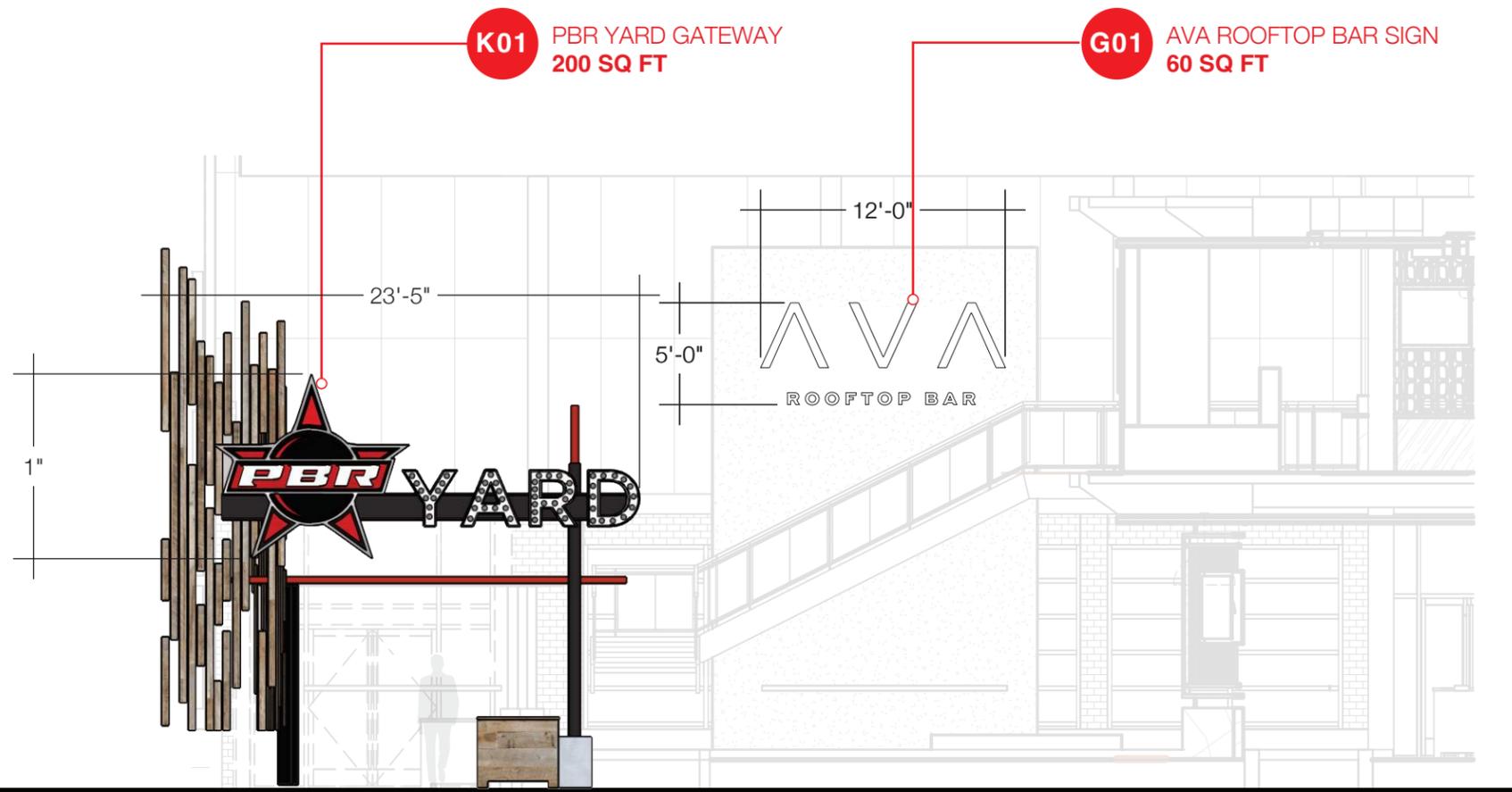
A05 BACKYARD SIGN
235 SQ FT

G02 AVA ROOFTOP SIGN
24 SQ FT

R01 BAR IDENTITY SIGN
24 SQ FT

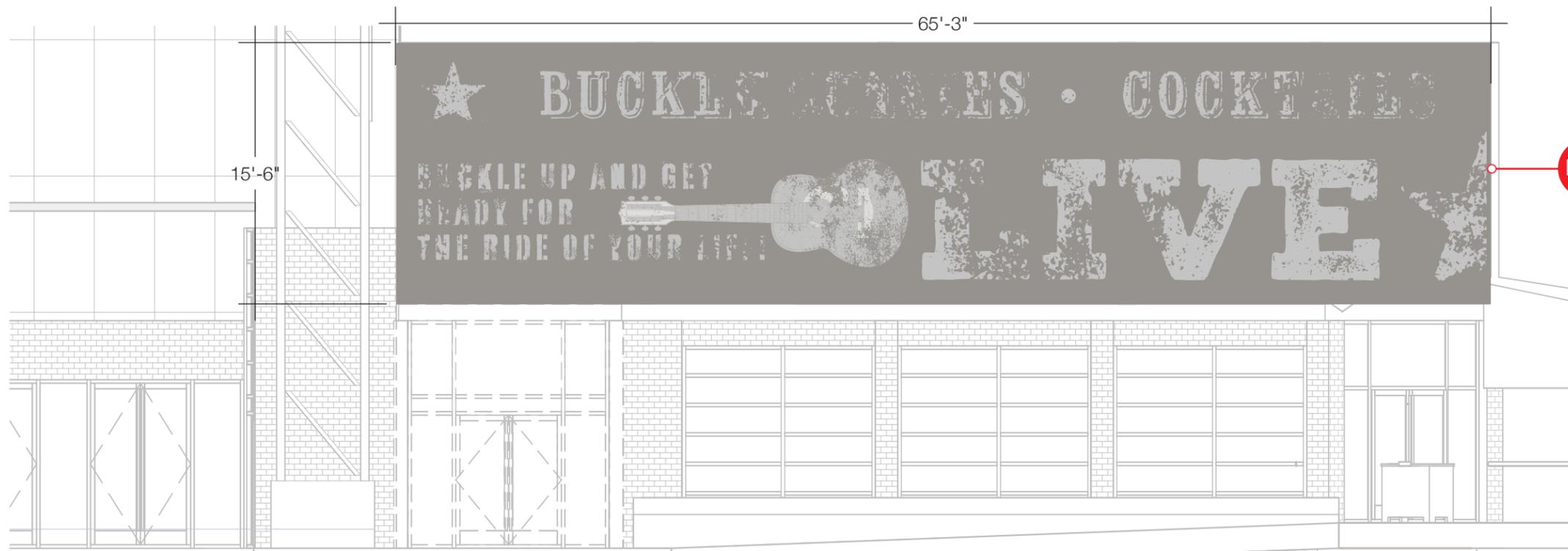
1 VIP BUILDING - WEST ELEVATION
Scale: 1/8" = 1'-0"





- K01** PBR YARD GATEWAY
200 SQ FT
 - G01** AVA ROOFTOP BAR SIGN
60 SQ FT
- K01** PBR Star - Aluminum fabricated star cabinet with push thru star details and face applied PBR channel letters, painted returns, illuminated via white LEDs.
YARD letter - Custom fabricated, painted open channel letters with marquee-style lightbulbs. Requires power. Entire sign assembly to be mounted to the schedule gateway structure. Internally illuminated.
- G01** Aluminum channel letters with trimless, flush acrylic face, painted returns, illuminated via white LEDs. Internally illuminated.

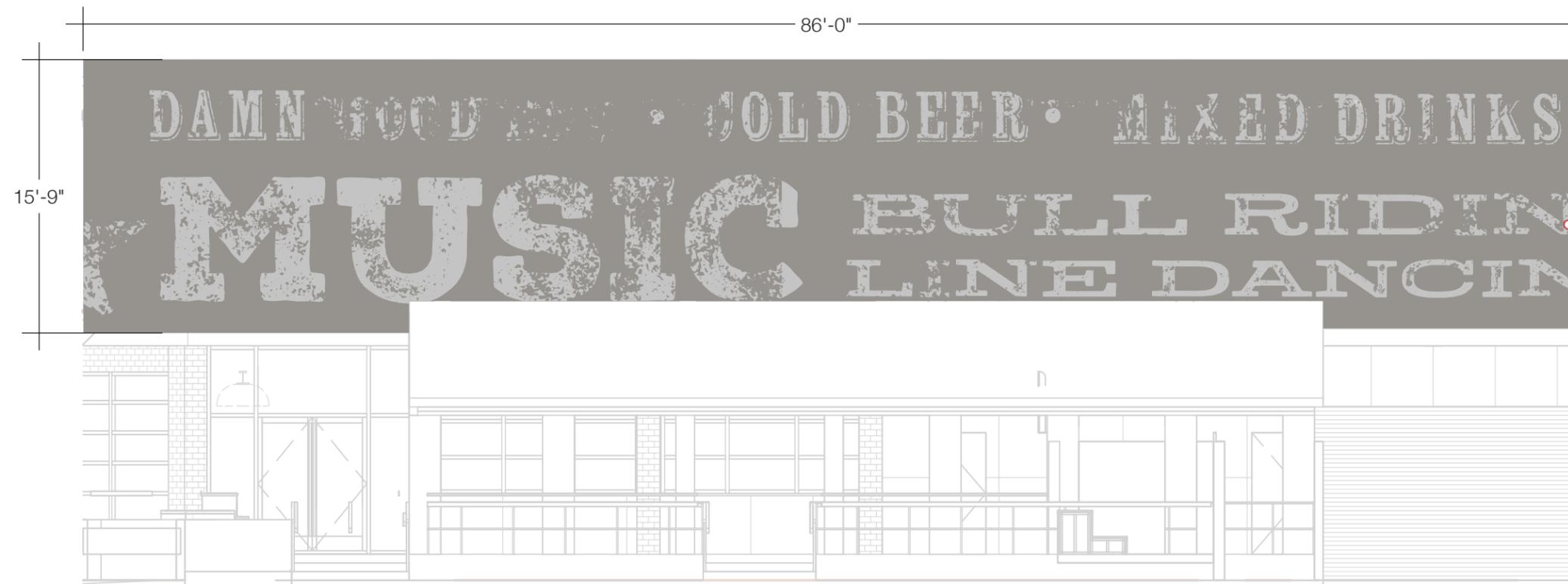
1 VIP BUILDING - SOUTH ELEVATION
Scale: 1/8" = 1'-0"



K12 Hand painted wall mural with distressed finish.

K12 PBR COWBOY BAR WALL GRAPHICS
1,012 SQ FT

1 PBR COWBOY BAR WALL GRAPHICS - WALL 1
Scale: 1/8" = 1'-0"

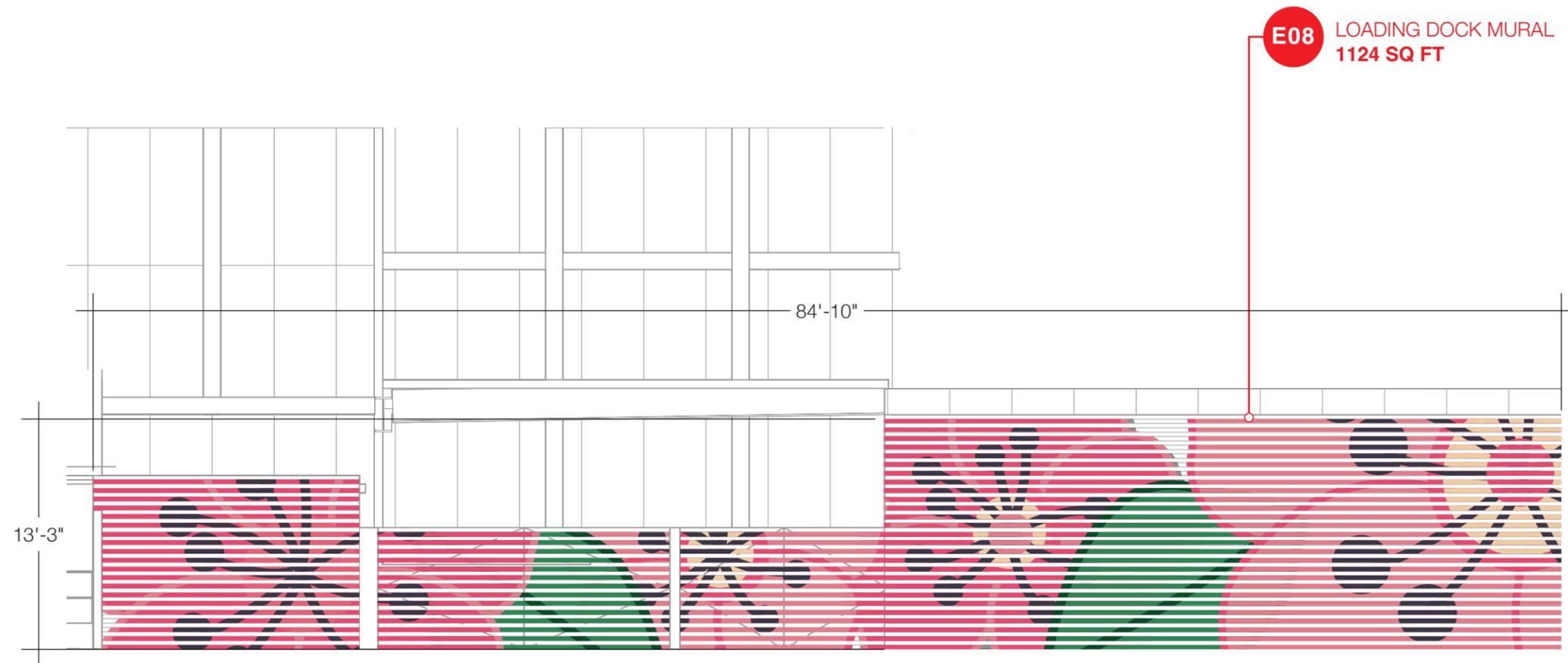


K12 PBR COWBOY BAR WALL GRAPHICS
1,355 SQ FT

2 PBR COWBOY BAR WALL GRAPHICS - WALL 2
Scale: 1/8" = 1'-0"



E08 Hand painted wall mural with protective overlamine.



E08 LOADING DOCK MURAL
1124 SQ FT

1 DOCK MURAL
Scale: 1/8" = 1'-0"



THANK YOU!