

Brett D. Feldman Direct Dial: (215) 569-3697 Email: bfeldman@klehr.com

August 12, 2025

VIA ELECTRONIC MAIL

Alex M. Smith, Katherine Liss Philadelphia Art Commission 1515 Arch Street, 13th Floor Philadelphia, PA 19102 artcommission@phila.gov

Re: Request for August 27, 2025 Sign Committee Review and Approval of Proposed Signage for 800 S. Broad Street (the "Property").

Dear Alex and Kacie:

This firm represents the applicant, **South Broad Chicken Inc.** ("Applicant"), with regards to ongoing zoning approvals at 800 S. Broad Street (the "Property"). As will be detailed more fully in the sign package to follow, the Applicant proposes to install four (4) new, signs accessory to the existing Eating and Drinking Establishment (sit-down restaurant and take-out restaurant) use.

The Applicant is seeking approval of the following proposed signs:

- 1. One (1) internally illuminated "Popeye's" wall sign (39.08 sq. ft.) to replace the existing internally illuminated wall sign (39.08 sq. ft.) on the east elevation.
- 2. One (1) internally illuminated "Poppy logo" wall sign (37.40 sq. ft.) on the east elevation.
- 3. One (1) internally illuminated "seal" wall sign (9 sq. ft.) on the north elevation.
- 4. One (1) internally illuminated "seal" wall sign (9 sq. ft.) on the south elevation.

The applicant will also be, as part of their overall sign package, updating/refacing the existing menu board and existing pylon sign. In addition to this letter, the applicant will provide current photographs of the Property and the surrounding environment, detailed drawings, and renderings of the proposed signs.

Please contact me if you have any questions, or if you need any additional information. In advance, thanks for your time and attention to this application and we hope that this application can be placed on the Sign Committee agenda for August 27, 2025 and receive approval from the Art Commission on September 10, 2025.

Respectfully submitted,

/s/ Brett Feldman
Brett D. Feldman

800 S. Broad Street (Popeye's)

- 1. Aerial Photos
- 2. Photos of Existing Conditions
- 3. Prior Zoning Permits and Plans
 - a. Zoning Permit Number ZP-2025-003352

 Expansion of the restaurant envelope along the south side elevation and the relocation of the drive thru window, all as per the attached approved plans.
 - b. Zoning Permit Number ZP-2025-006898

 Demolition of roof overhang, awning, addition of parapet wall and canopy
- 4. Proposed Sign Package
- 5. Representative Renderings





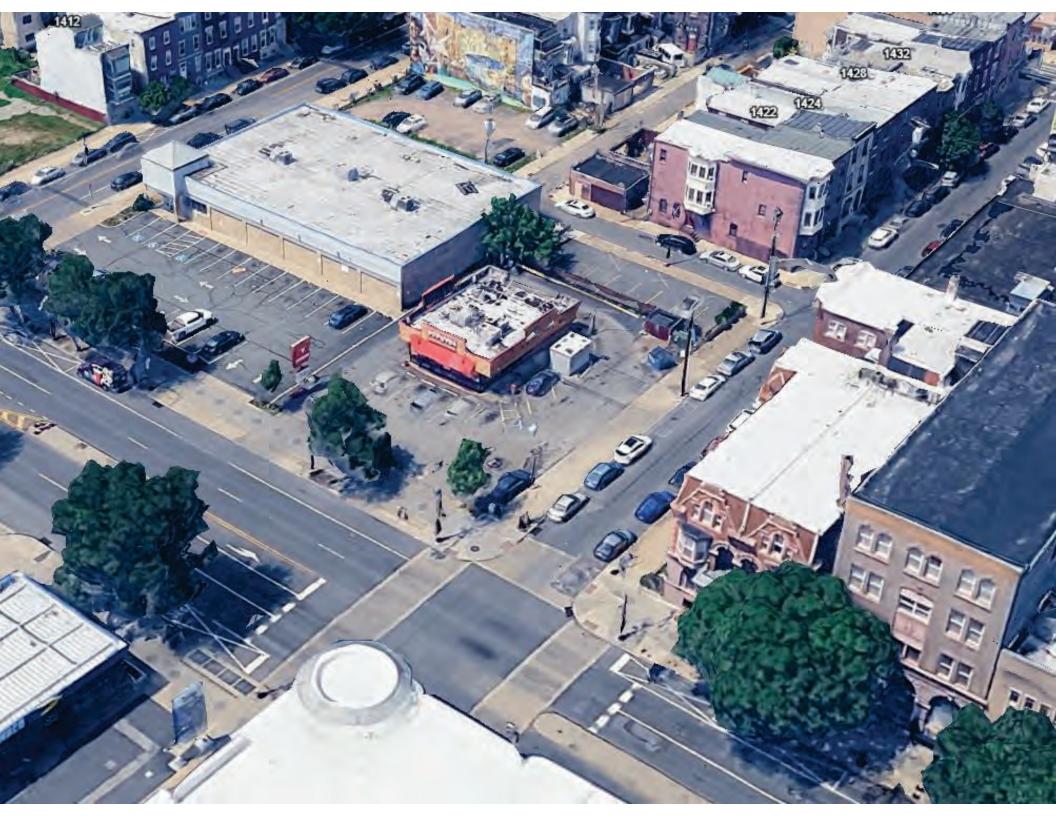


Exhibit 2











Exhibit 3



Permit Number ZP-2025-003352

LOCATION OF WORK	PERMIT FEE	DATE ISSUED
800-08 S BROAD ST, Philadelphia, PA 19146-2217	\$2,060.00	4/14/2025
	ZBA CALENDAR	ZBA DECISION DATE
	ZONING DISTRICTS	
	CMX3	

PERMIT HOLDER

CHURCH'S FRIED CHICKEN

PO BOX 460189 DEPT 904 HOUSTON TX 77056

OWNER CONTACT 1

OWNER CONTACT 2

TYPE OF WORK

New construction, addition, GFA change

APPROVED DEVELOPMENT

One (1) story additions at side of existing structure. Size and location per plan.

APPROVED USE(S)

Eating and Drinking Establishments - Sit-Down Restaurant; Eating and Drinking Establishments - Take-Out Restaurant

THIS PERMIT IS SUBJECT TO THE FOLLOWING PROVISO(S) AS ESTABLISHED BY THE ZONING BOARD OF ADJUSTMENT (ZBA)



CONDITIONS AND LIMITATIONS:

- Permits, including Zoning Permits **not** involving development, shall expire if the authorized work or Use is not commenced within, or if work is suspended or abandoned for period of, **six (6) months from the date of issuance** with the following exceptions:
 - 30-days or 10-days for Permits related to Unsafe or Imminently Dangerous properties respectively.
 - 3-years from issuance or date of decision by ZBA for Zoning Permits involving development.
 - 60-days for Plumbing, Electrical or Fire Suppression Rough-In Approvals.
 - Any Permit issued for construction or demolition is valid for no more than five (5) years.
- All provisions of the Philadelphia Code must be complied with, whether specified herein or not. This permit does NOT constitute approval of any Violation of such Code.
- The issuance of this CO/permit does not affirm that the subject property is federally compliant with the Americans with Disabilities Act. Owner remains responsible for ensuring property complies with all local, state and federal requirements.



Permit Number ZP-2025-003352

ADDITIONAL LOCATION(S)

See front side for primary parcel associated with this permit

PARCEL

800-08 S BROAD ST, Philadelphia, PA 19146-2217

ADDITIONAL USE DETAILS

See front side for specific use(s) associated with this permit

This permit is subject to the following specific conditions.

CONDITIONS

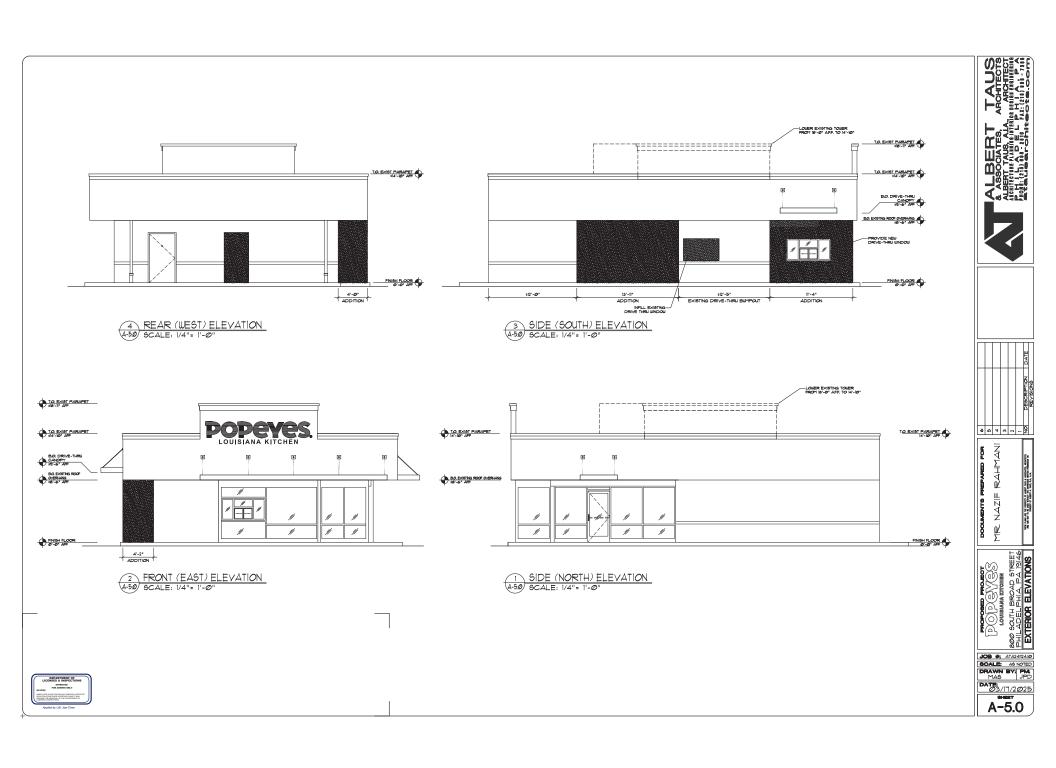
This Zoning Permit (ZP) shall expire if construction or operation pursuant to the permit or approval has not begun within three years after the date the permit or approval was granted.

Changes of use shall be valid for a period of six months unless an application for a Certificate of Occupancy is submitted for that use within such period.

See § 14-303 of the Philadelphia Zoning Code for more information.



Tax Exemption(Abatement): Information and applications for Real Estate Tax Abatement for new construction and improvements available from the Office of Property Assessment www.phila.gov/opa, 215-686-4334, 601 Walnut St., 300W, Phila, PA 19106. Applications for new construction and commercial improvements due within 60 days of permit issuance. Residential rehab and builder/developer applications due by Dec 31 of year of permit issuance.



ZONING CHART		
SITE DATA:	EXISTING	PROPOSED
SITE AREA	+/-1Ø,799 SF.	(NO CHANGE)
ZONING DISTRICT	CMX-3	(NO CHANGE)
OPEN AREA	+/- 9,236 S.F. (19%)	(NO CHANGE)
BUILDING AREA UNDER ROOF:	+/-1902 8.F. (NO CHANGE)	(NO CHANGE)
GROSS FLOOR AREA:	+/- 1,564 SF.	+/- 1,661 S.F. LESS THAN 16% INCREASE
BUILDING HEIGHT	18'-11" AFF. (1) STORY	(NO CHANGE)

GENERAL NOTE:
THIS SITE PLAN WAS PREPARED IN REFERENCE TO THE
ZONING APPROVAL DATED OCTOBER 26, 2001
DEVELOPED BY LAWRENCE GILBERT DATED, W/0/2002

KEY NOTES

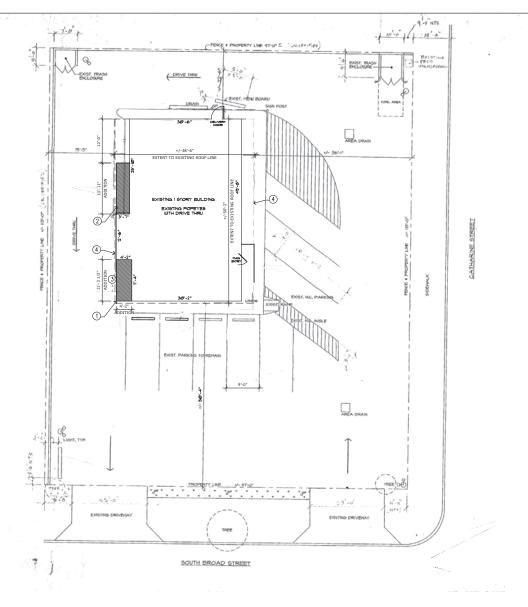
- 1) 41 SF. BUILDING ADDITION UNDER EXISTING ROOF LINE.
- 2 80 SF. BUILDING ADDITION UNDER EXISTING ROOF LINE. INCREASE TO EXISTING STACKING
- 3 D/T WINDOW LOCATION
- (4) EXIST ROOF LINE

SCOPE OF WORK

-(2) BUILDING ADDITIONS TOTALING 91 SF, ON WEST SIDE OF BUILDING UNDER EXISTING ROOF LINE. -SHIFT DRIVE THRU WINDOW LOCATION SOUTH TO NEW BUILDING ADDITION.

-NO CHANGE TO EXISTING IMPERVIOUS/PERVIOUS COVERAGE

-NO CHANGE TO SIGNAGE AS PART OF THIS PERMIT.

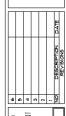








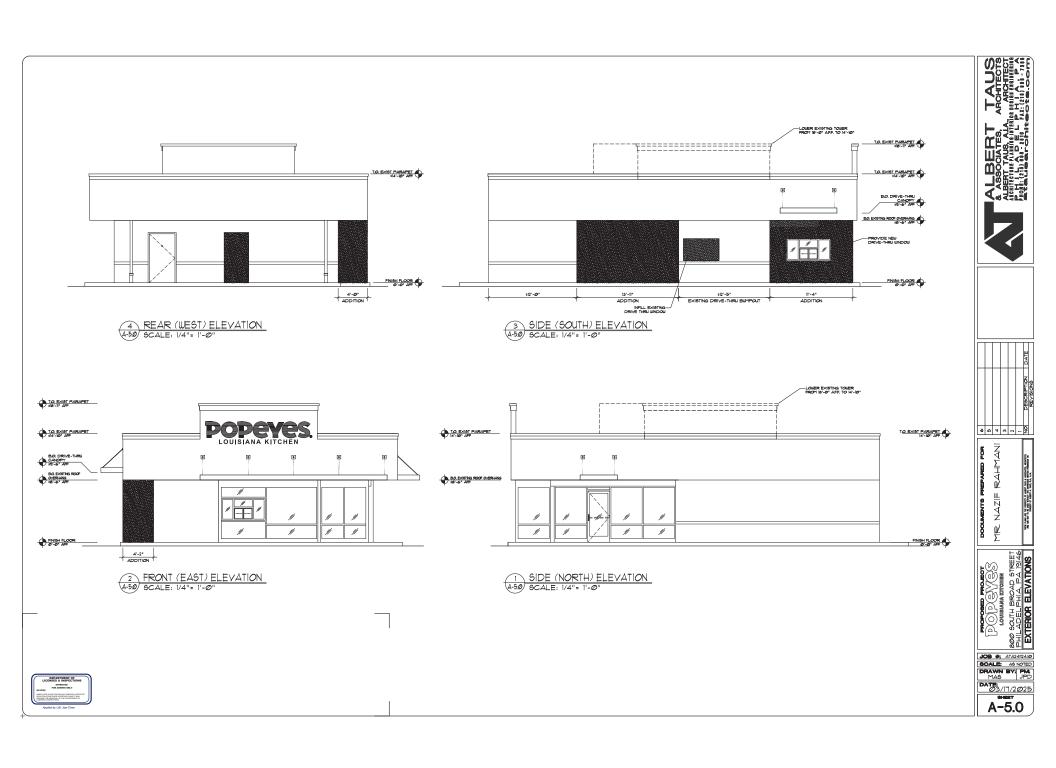




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ZP-1.1



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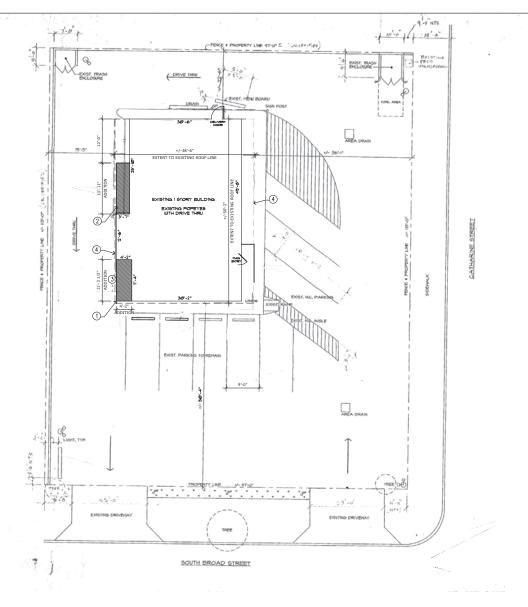
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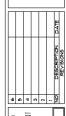












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ZP-1.1



Permit Number ZP-2025-006898

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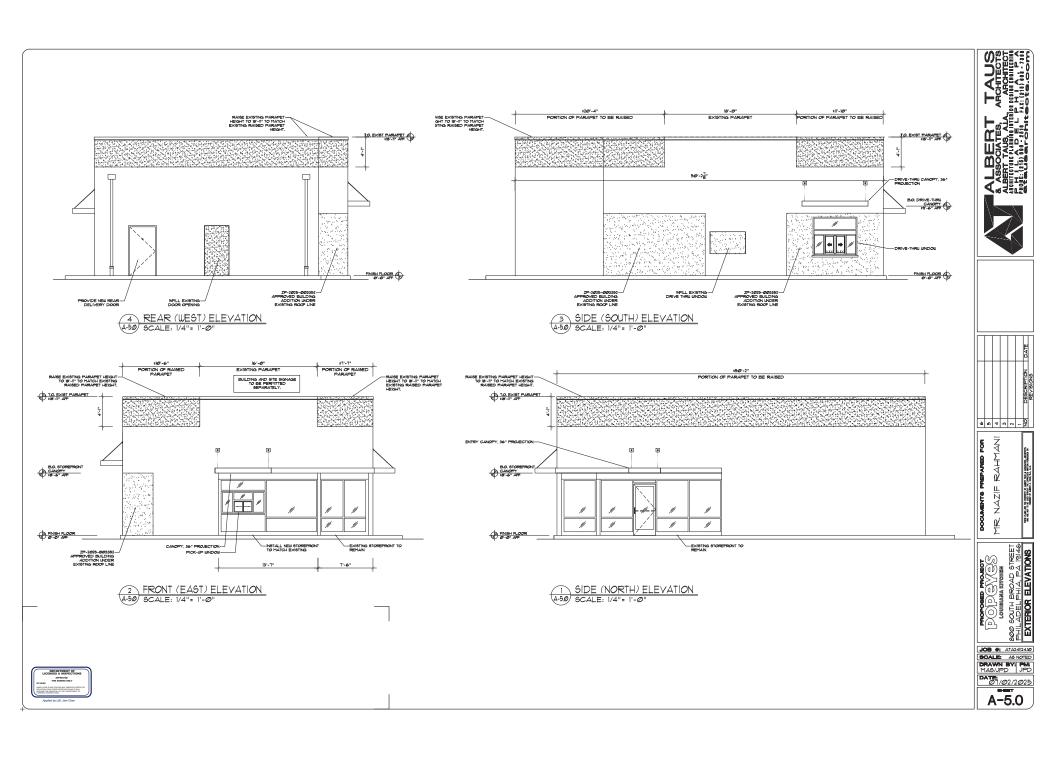
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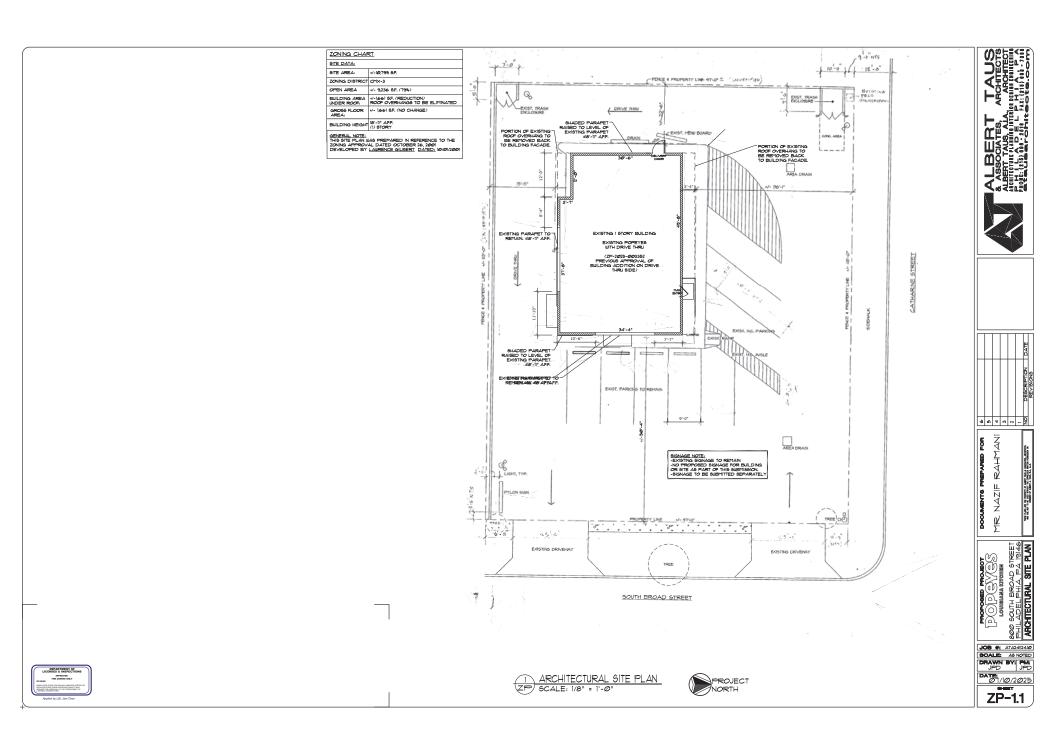
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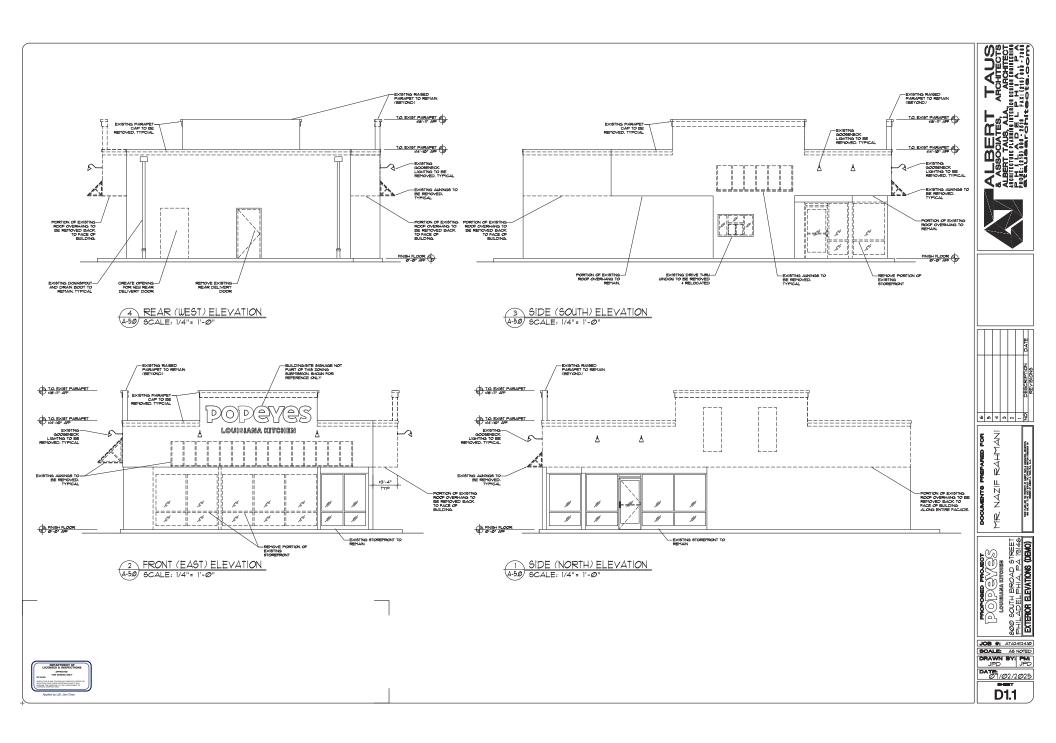
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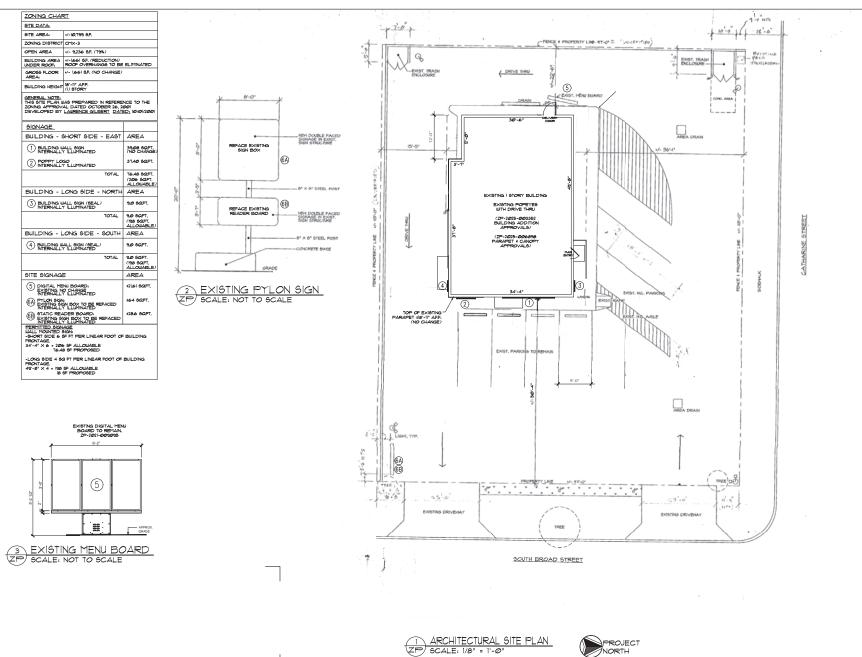
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PROJECT NORTH

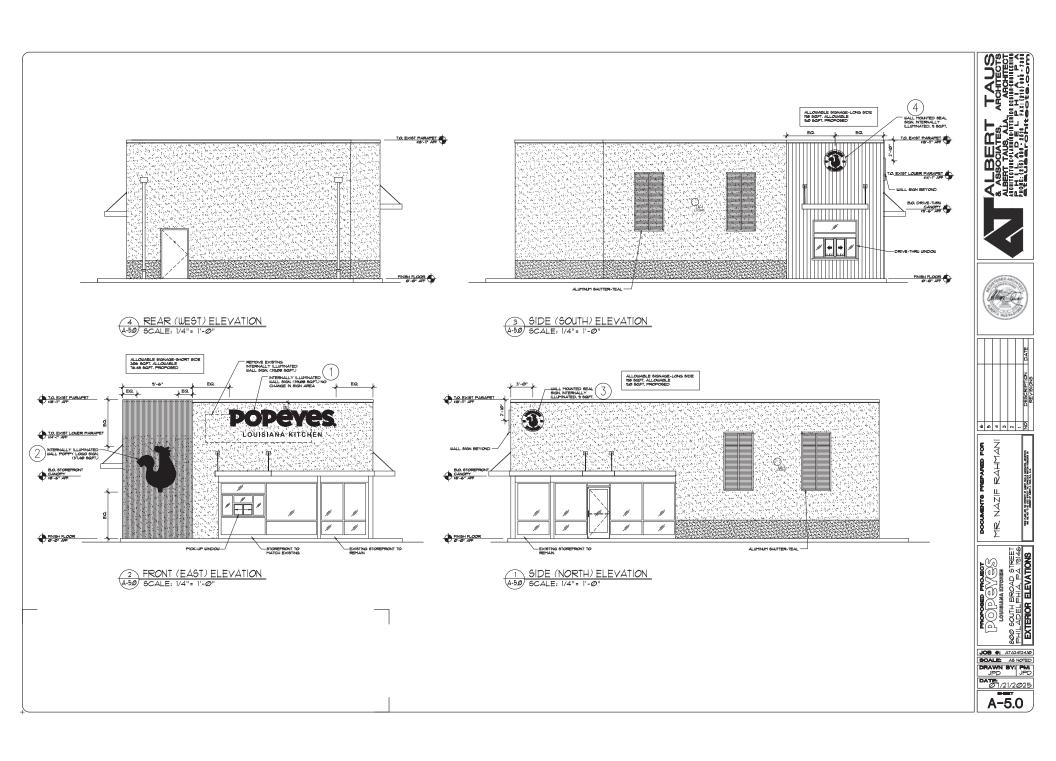


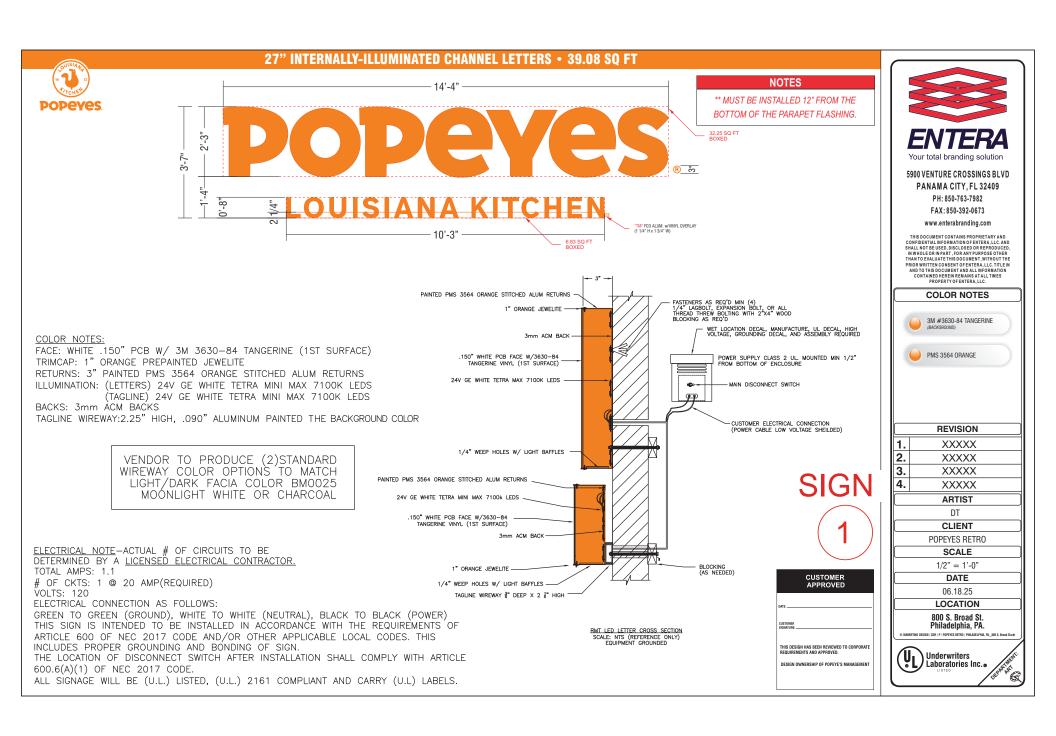


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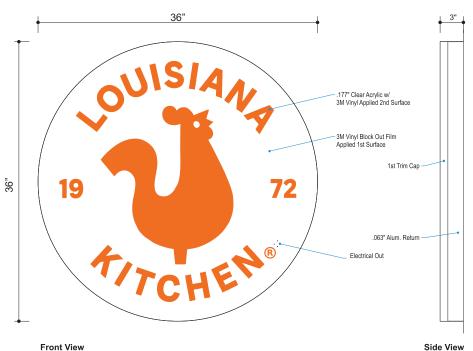
ZP-1.1

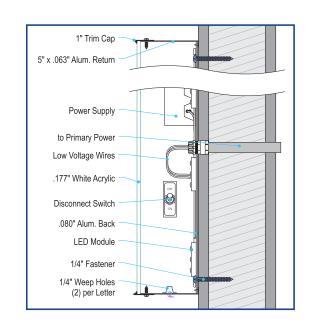




36" INTERNALLY ILLUMINATED SEAL SIGN • 9.0 SQ FT







SPECIFICATIONS:

FACES: .177" CLEAR ACRYLIC W/ 1" TRIM CAP GRAPHIC: 3M VINYL APPLIED 2ND SURFACE

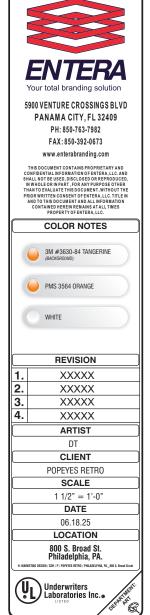
BACKGROUND: 3M BLOCK OUT VINYL APPLIED 1ST SURFACE

RETURNS: 5" X .063" ALUM. COIL STOCK - PAINTED MOONLIGHT WHITE

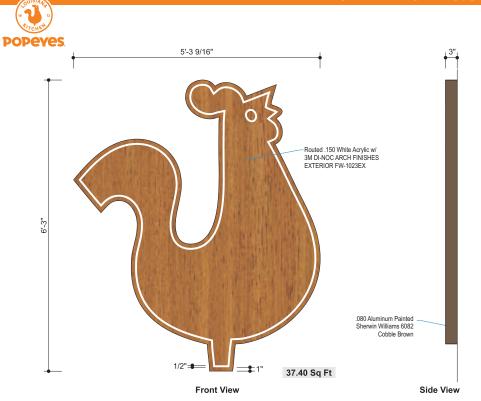
BACKS: .080" ALUM. - PAINTED WHITE

ILLUMINATION: WHITE LEDS AS REQUIRED PER MANUFACTURER, SELF-CONTAINED POWER SUPPLIES



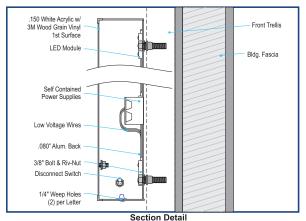


INTERNALLY ILLUMINATED POPPY LOGO CABINET • 37.40 SQ FT



NOTES

** DIFFERENT SIZE AVAILABLE **UPON REQUEST**



SPECIFICATIONS:

FACES: ROUTED .150 WHITE ACRYLIC W/ 3M WOOD GRAIN VINYL 1ST SURFACE

(White Keyline Weeded)

RETURNS: .080" ALUM. / PAINTED SW 6082 COBBLE BROWN

BACKS: .080" ALUM. - PAINTED WHITE

ILLUMINATION: WHITE LEDS AS REQUIRED PER MANUFACTURER, SELF-CONTAINED POWER SUPPLIES



Night View



5900 VENTURE CROSSINGS BLVD PANAMA CITY, FL 32409 PH: 850-763-7982

FAX:850-392-0673

www.enterabranding.com

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COLOR NOTES

3M DIGITALLY PRINTED WOOD GRAIN VINYL

\Box	REVISION		
1.	XXXXX		
2.	XXXXX		
3.	XXXXX		
4.	XXXXX		
	ARTIST		
DT			
CLIENT			
POPEYES RETRO			
SCALE			
1/4" = 1'-0"			
DATE			
06.18.25			
LOCATION			
800 S. Broad St. Philadelphia, PA.			
H: MARKETING DESIGN / COR / P / POPEYES RETRO / PHILADELPHIA, PA_800 S. Broad SLodr			



R

Exhibit 5

RENDERINGS ARE FOR REFERENCE ONLY & DO NOT COMPLETELY REPRESENT THE PROPOSED CONDITIONS. HOWEVER IT DOES DEPICT THE DESIRED IMAGE. REFER TO SITE PLAN, EXTERIOR ELEVATIONS & SIGNAGE CUTSHEETS FOR PROPOSED MATERIALS & SIGNAGE.

SIGN(4)

SIGNAGE SHOWN FOR REFERENCE.

SEE EXTERIOR ELEVATION SHEET

A-5-0 FOR WALL MONITED SIGN

A

MOORTAITON



SIGN(1)

SIGNAGE SHOWN FOR-REFERENCE, SEE EXTERIOR ELEVATION SHEET A-5,0 FOR "POPPY" SIGN NFORMATION. SIGN(2)

SIGNAGE BHOWN FOR REPRENCE.

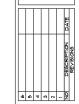
BEE EXTERCOR ELEVATION BHEET

A-8.0 FOR BALL POWNED BION

NORMAL POWNED BION

SIGNAGE SHOWN FOR—
REFERENCE. SEE EXTERIOR
ELEVATION SHEET A-50 FOR
"POPPY" SIGN INFORMATION.
SIGN(2)





DOCUMENTS FREPARED FOR





A-5.1