



DIRECT DIAL NUMBER:  
215-575-7353

Neil Sklaroff  
nisklaroff@dilworthlaw.com

October 21, 2024

Sign and Streetery Committee  
Philadelphia Art Commission  
1515 Arch Street  
Philadelphia, PA 19102

Re: William D. Kelley Elementary School

Dear Committee Members:

The School District of Philadelphia and the William D. Kelley Elementary School community seek the approval of the Art Commission to install a digital message sign on its school building near the corner of North 28<sup>th</sup> Street and Oxford Street. In anticipation of the Committee's October 30th meeting, the School District responds to your June 12, 2024, comments with the enclosed materials and the explanations below.

- (1) On September 25, 2024, the Zoning Board of Adjustment unanimously voted to grant zoning relief to allow the installation and operation of the proposed digital message sign at the William D. Kelley Elementary School. As of October 21, the ZBA has not yet generated its Notice of Decision.
- (2) In a letter dated September 22, 2024, the Brewerytown Sharswood Community Civic Association expressed its support of the School District's sign project at the William D. Kelley School. A copy of the letter is attached at **Exhibit A**.
- (3) Dr. Crystal Edwards, Principal of the William D. Kelley Elementary School, and her staff have determined that the placement of the sign as shown at **Exhibit B** best serves the interest of the community and the goals of the School. As the Committee members may recall, the School administration intends to operate the sign in order to communicate the School's activities. While the sign will

seek to inform passersby of programs and events most important to students and parents, equally important are notices about the many important extraordinary community activities taking place at the School. These include and are not limited to food distribution events, hours of the Temple University School of Dentistry on-site clinic, adult educational and employment opportunities, community organization meetings and many more. The School administration will coordinate with Philadelphia's Police and Fire Departments to communicate critical health and welfare information.

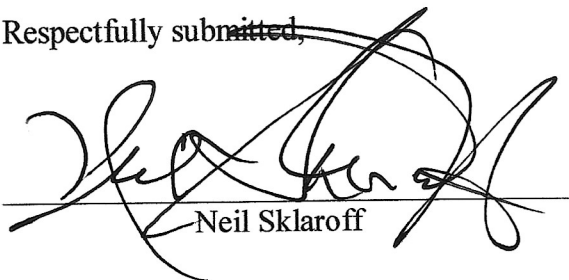
To best achieve these goals and reach as many people beyond just students and parent, School administration has chosen a location as close as possible to the corner of North 28<sup>th</sup> Street and Oxford Street. Placing the sign at the School's entrance will unnecessarily narrow the intended audience.

As a matter of sound City planning, placing the sign across from the blank wall of a commercial use is favored over the placement closer to the 28<sup>th</sup> Street residences. In addition, the School's name already occupies the only unpainted area near the entrance. See Exhibit C.

- (4) School administration will operate the sign with the advantage of a computer system that features a broad selection of type fonts and colors. Illustrated at Exhibit D are just two messaging examples. The actual content will be limited only by the talents of students, teachers and staff.
- (5) The lead artist on the mural project at the William D. Kelley Elementary School was David McShane, the Director of Resident Artists at Mural Arts Philadelphia. See Exhibit E. The School District believes that the sign may be erected and avoid an intrusion on the existing mural. Mr. McShane does not, however, exclude some minor encroachment but asks that this be done with a sensitivity to the mural.

We look forward to the October 30 meeting and will respond to any additional concerns. The School District asks that the Sign and Streetery Committee favorably recommend approval to the Art Commission.

Respectfully submitted,



Neil Sklaroff

cc: Doris Aldridge, Brewerytown Sharswood Community Civic Association

W.D. KELLY ELEMENTARY SCHOOL  
1601-49 N. 28<sup>TH</sup> STREET  
PHILADELPHIA, PA 19121-2798

RE: Electronic Message Board Sign

Dear Art Commission Sign Committee,

The W.D. Kelly Elementary School is proposing to Install an Electronic Message Board Sign on the Mural Wall of the school.

The Proposed Sign would be Accessory to the school, and we would like the sign to be available for non-Accessory use for the community. Such as Public and Municipal personnel i.e.: Police, Fire Departments and local communities.

The school will post Events, announcements that will be related to the school.

Our intent would be for the community to use this proposed electronic message board for public announcements, job fairs, block parties, special events, etc. The Principal, Dr.

Edwards strongly would encourage the Community to utilize the new EMC for such occasions.

No animation will be included with the sign, fixed images-slides only. No motion or flashing.

The timeline of messages for each frame will not be changed for at least 8 seconds (as per the Federal Highway Commission). The school will operate the EMC from 7am - 7pm.

Each Optec Display sign comes with an optical eye that automatically measures the ambient light. Therefore, the sign is brightest (8 nits) during the day and lowest at night. As for a rendering,

that would be difficult to present because each location, weather and time of day will change the brightness of the sign. Here are some guidelines from Optec Displays.

- Full sun? 100% brightness capable.
- Partly sunny? 70-100% brightness capable (varies as the sun hits the sensor)
- Partly cloudy? Between 50% and 100% brightness capable (will vary as sun hits sensor)
- Cloudy/Stormy? Between 30% and 70% brightness capable.
- Dusk will vary according to the 4 kinds of weather above.
- Darkness/Overnight will depend on the ambient light in the area. If no other light sources are available, it could be as low as 5%. If the display is in a city area with lots of light sources, it could go up to 40%

Thank you and look forward to hearing from you,

Sincerely,

Reneé Gross  
Taus & Associates  
609-707-1141



**ELEVATION VIEW**

1/2" = 1'-0"

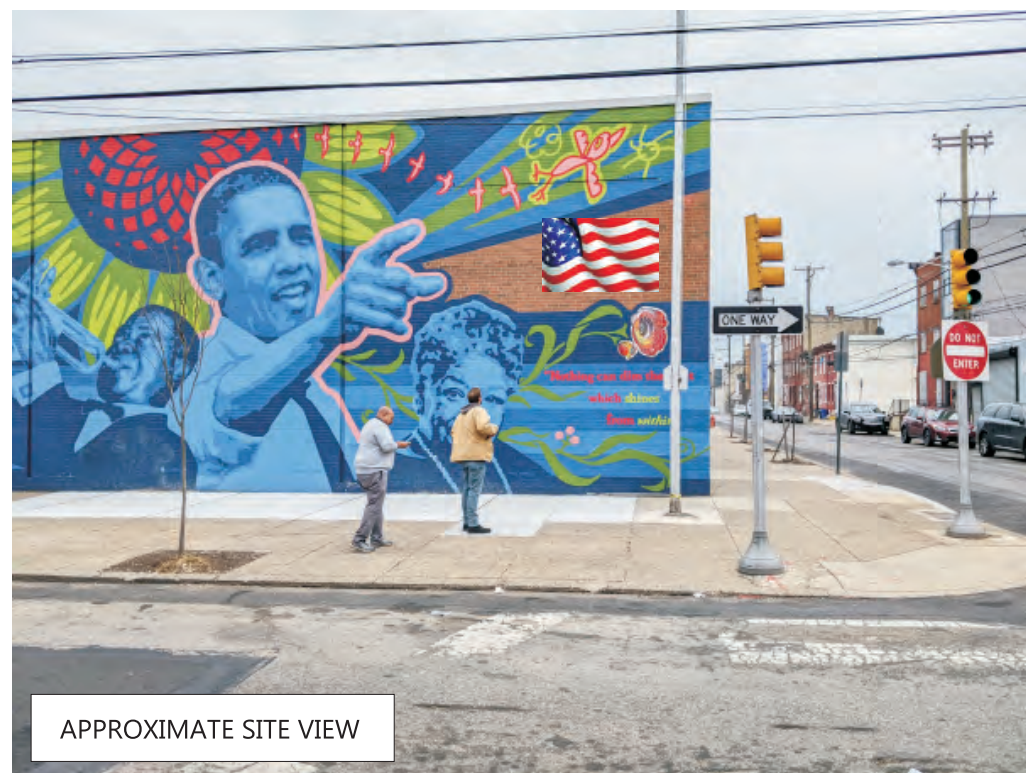
full-color electronic message center, single-sided, extruded aluminum enclosure per header sign, welded/bolted connections to supports, back and side cladding to enclose supports

weather-proof junction box, with disconnect switch

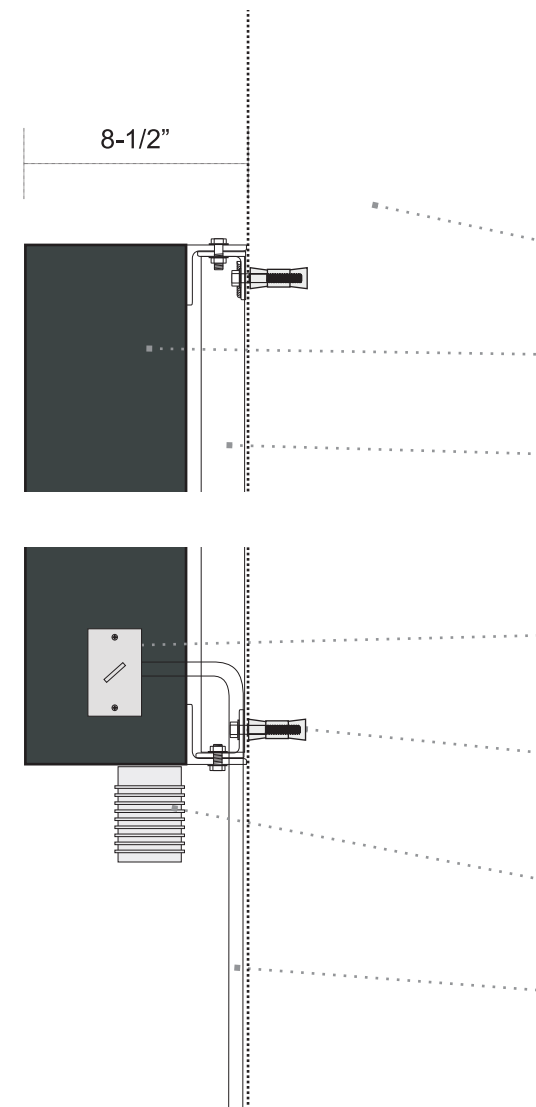
communication antenna and temperature probe (if specified)

120 volt primary in approved conduit to sign by project electrician

Maximum draw of sign is 16 amps at 120 volts



APPROXIMATE SITE VIEW



**SECTION VIEW**

nts

Sound structural masonry wall in excellent condition

Single-sided full color LED message display, ~8-1/2" depth

Welded A36 steel mounting bracket, black painted finish, (8) bolted connections, (4) top, (4) bottom, grade 5 (min) non-corrosive 3/8" steel bolts, evenly spaced

Weather-proof junction box with disconnect switch

3/8" diameter double-expansion anchor, 1-1/2 min embedment, (8) required, (4) top, (4) bottom, evenly spaced

Temperature probe, brightness sensor, and comm antenna located on bottom of sign

120 volt primary in approved conduit to sign by project electrician



Satin black painted finish



LISTED

**Illuminated Electronic LED Message Sign**  
(1) SINGLE-SIDED SIGN AS SHOWN REQUIRED

**53688**

W B Kelley Elementary School

1601 N 28th St,  
Philadelphia, PA 19121

Advanced Color Signs & Graphics

Newtown, PA 215-579-9558

Date	10-9-23, 10-11-23, 2-19-24	Scale	as shown
Drawn By	HRMc	Drawing No.	53688

**NOTES**

- maximum draw of sign is 16 amps @ 120 volts
- (1) 120v, 20 amp, dedicated primary circuits in approved conduits to sign by project electrician according to NEC and sign manufacturers specifications
- service disconnect toggle switch to be located on junction box
- sign control at panel (time-clock) is by project electrician
- primary leads will be routed to junction box by sign installer for final connection by project electrician
- location temp probe and antenna is approximated

**SHEET**

1 of 1

**REVISION #**

2

SEAL:

**NOT ISSUED FOR CONSTRUCTION**

**LANDSCAPE ARCHITECT AND CIVIL ENGINEER**  
GILMORE AND ASSOCIATES INC.  
1817 JFK BLVD, Suite 425  
Philadelphia, PA 19103  
Phone: 215-687-4246  
Attn: Kevin Selger, RLA

**SURVEYOR**  
CEADERVILLE ENGINEERING GROUP, LLC  
159 East High Street, Suite 500  
Pottstown, PA 19464  
Phone: 610-705-4500

**GENERAL NOTES:**

- THE SITE FEATURES AND TOPOGRAPHY AS SHOWN ARE BASED ON A FIELD SURVEY PERFORMED BY CEADERVILLE ENGINEERING GROUP, LLC IN SEPTEMBER 2021
- THE PROPERTY LINES SHOWN ARE BASED ON THE METES AND BOUNDS DESCRIPTION CONTAINED IN THE VESTING DEED OF THE SUBJECT PROPERTY ONLY. NO TITLE RESEARCH WAS PERFORMED IN PREPARATION OF THIS PLAN. EASEMENTS, RESTRICTIONS AND/OR COVENANTS MAY APPLY.
- LOCATIONS OF EXISTING UNDERGROUND UTILITIES/FACILITIES SHOWN HEREON HAVE BEEN DEVELOPED FROM ABOVE GROUND OBSERVATION OF THE SITE. NO EXCAVATIONS WERE PERFORMED IN PREPARATION OF THIS DRAWING. THEREFORE ALL UTILITIES SHOWN SHOULD BE CONSIDERED APPROXIMATE IN LOCATION, DEPTH, AND SIZE. THE POTENTIAL EXISTS FOR OTHER UNDERGROUND UTILITIES/FACILITIES TO BE PRESENT WHICH ARE NOT SHOWN ON THIS DRAWING. ONLY THE VISIBLE LOCATIONS OF UNDERGROUND UTILITIES/FACILITIES AT THE TIME OF THE FIELD SURVEY SHALL BE CONSIDERED TRUCK AND ACCURATE. COMPLETENESS OR ACCURACY OF UNDERGROUND UTILITIES/FACILITIES ARE NOT GUARANTEED BY GILMORE & ASSOCIATES INC.
- THE BENCHMARK IS TO BE OBTAINED FROM THE PHILADELPHIA DISTRICT SURVEYOR.
- ALL CONTRACTORS WORKING ON THIS PROJECT SHALL VERIFY LOCATION AND DEPTH OF ALL UNDERGROUND UTILITIES FACILITIES PRIOR TO THE START OF WORK AND SHALL COMPLY WITH THE REQUIREMENTS OF P.L. 852, NO. 287 DECEMBER 10, 1974 AS LAST AMENDED ON APRIL 28, 2018, PENNSYLVANIA ACT 50. GILMORE & ASSOCIATES INC. HAS OBTAINED A PA-ONE CALL SERIAL NUMBER XXXXXXXXXXXX FOR DESIGN PURPOSES ONLY.

**CONCRETE NOTES:**

- PROVIDE CAST-IN-PLACE CONCRETE WITH A MINIMUM 28-DAY COMPRESSIVE STRENGTH OF 4,000 PSI AND IN ACCORDANCE WITH THE CURRENT VERSION OF ACI-318 "BUILDING CODE REQUIREMENTS FOR REINFORCED CONCRETE."
- CONCRETE SHALL CONTAIN EITHER A WATER-REDUCING, PLASTICIZING ADMIXTURE OR A HIGH-RANGE WATER-REDUCING ADMIXTURE. ALL CONCRETE SHALL CONTAIN AN AIR-ENTRAINING ADMIXTURE TO PROVIDE 5%-7% AIR ENTRAINMENT. MAXIMUM CHLORIDE CONTENT SHALL BE 0.15% MAXIMUM WATER/CEMENT RATIO SHALL BE 0.45. MAXIMUM DESIGN SLUMP OF 3 INCHES WITHOUT SUPER PLASTICIZERS. AGGREGATE SIZE SHALL BE 3/4 OF AN INCH WITH A DESIGNATION OF 45 PER ASTM C33.
- WELDED WIRE FABRIC SHALL BE GALVANIZED AND COMPLY WITH ASTM A185.
- REINFORCING STEEL BARS SHALL BE GRADE 60 PER ASTM A615.
- SUBMIT MIX DESIGN TO THE OWNER'S REPRESENTATIVE FOR APPROVAL. THE OWNER'S REPRESENTATIVE MAY REJECT DESIGN MIX FOR NON-COMPLIANCE. RE-SUBMIT DESIGN MIX UNTIL DESIGN PROFESSIONAL APPROVES.
- MOIST CURE ALL CONCRETE WORK AND COMMENCE MOIST CURING AS SOON AS FINISHES WILL NOT BE MARKED. INSULATING BLANKETS WATERPROOFED KRAFT PAPER, OR POLYETHYLENE FILM AS PER ASTM C-171 SHALL BE USED TO KEEP THE CONCRETE CONTINUOUSLY MOIST DURING THE CURING PROCESS.
- CONCRETE WALKING SURFACES SHALL HAVE A NON-SLIP FINISH. JOINTS SHALL BE TOOLED FIRST AND THEN CONCRETE SURFACE SWEEPED FOR NON-SLIP FINISH TO ELIMINATE "WINDOW PANE" LOOK. "WINDOW PANE" CONCRETE FINISH WILL NOT BE ACCEPTED.
- CONCRETE SHALL BE PLACED ON A MINIMUM OF 4 INCHES OF COMPACTED CRUSHED AGGREGATE (NO. 57 OR 3/4 INCH CLEAN) PLACED ON COMPACTED SUBGRADE. SUBGRADE SHALL BE NON-YIELDING.

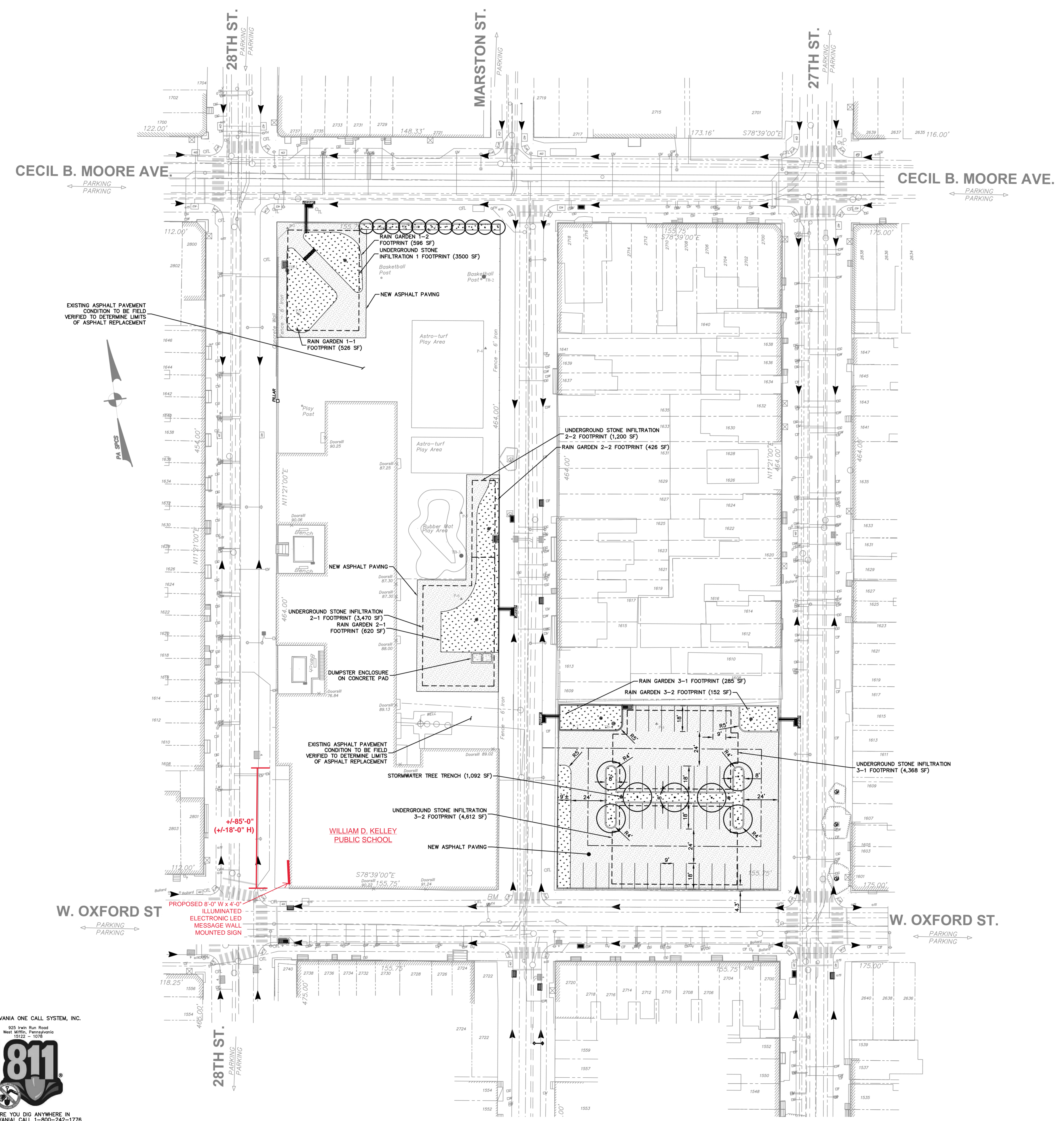
**ASPHALT PAVING NOTES:**

- PAVING WORK IS LIMITED TO REPLACEMENT OF EXISTING ASPHALT PAVING WHERE REMOVAL OF EXISTING ASPHALT IS REQUIRED FOR THE INSTALLATION OF UNDERGROUND UTILITIES.
- COMPLY WITH APPLICABLE SECTIONS AND PROVISIONS OF THE STANDARD SPECIFICATION OF PAVEMENT CONSTRUCTION PER PENNDOT PUBLICATION 408. BITUMINOUS MATERIALS SHALL BE APPLIED WHEN THE SURFACE IS DRY, FIRM AND CURED, AND OTHERWISE ACCEPTABLE.
- CONTINUITY: NEW PAVING SHALL BE OF LIKE COMPOSITION OF INGREDIENTS FOR UNIFORMITY AND THICKNESS AND SHALL MATCH THE FINISH OF EXISTING ASPHALT PAVING.
- PERFORM THE WORK WITHOUT STAINING OR INJURY TO OTHER PERMANENT WORK, INCLUDING CURBS AND SIDEWALKS.
- WHERE NEW PAVING MEETS EXISTING, CUT EXISTING PAVING AS REQUIRED WITH A POWER SAW TO CLEAN STRAIGHT LINES WITH VERTICAL EDGES. CUT THE EXISTING PAVEMENT TO ALLOW AN OVERLAP OF ONE FOOT OF NEW WEARING COURSE OVER THE EXISTING BINDER COURSE ALONG THE CONTINUOUS EDGES OF THE TRENCH.
- APPLY PRIMER OF TACK COAT TO ALL EXPOSED SURFACES OF EXISTING PAVING AND BINDER COURSES.
- SEAL PAVEMENT JOINTS AND ALONG PAVEMENT/CURB INTERFACE WITH WG64-22 HOT BITUMINOUS JOINT SEAL.
- INSTALL SUPPORT GEOTEXTILE FABRIC OVER JOINTS IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS.
- THE NEW PAVING SHALL PROVIDE A SMOOTH TRANSITION TO EXISTING PAVING WITHOUT ABRUPT CHANGE IN GRADE. MAINTAIN POSITIVE DRAINAGE AND ELIMINATE LOW SPOTS.

**LEGEND**

- PROPOSED DEPAVED AREA
- PROPOSED ASPHALT PAVING
- PROPOSED SUBSURFACE STONE STORMWATER STORAGE FOOTPRINT
- PROPOSED TREE
- PROPOSED TRENCH DRAIN
- PROPOSED DUAL TRAP INLET
- PROPOSED GREEN HIGHWAY INLET
- PROPOSED HIGHWAY INLET
- PROPOSED GREEN CITY INLET
- PROPOSED STORMWATER CLEANOUT
- PROPOSED DOMED RISER STRUCTURE

LEGEND	
Water Curb Box	Unknown Utility Manhole
Gas Curb Box	Utility Manhole
Water Box	Grating
Unknown Curb Box	Cellar Door
Pole	Steps
Lamp Post	Porch
PECo Pole	Planter
PECo Pole w/ Light	Bus Shelter
SEPTA Pole	Curb Ramp
Traffic Light	Compliant Curb Ramp
Traffic Sign	Tree/Trunk Size in "
Iron Pole	Tree Stump w/ Trunk in "
Bollard	Existing Pavement Markings
Parking Meter	Hedge
Parking Kiosk	Trash Receptacle
Standpipe	Fence
Clean Out	Right-of-Way Line
Down Spout	Bike Rack
Mail Box	Existing Top/Bottom of Step
Hand Hole	Existing Top/Bottom of Curb
Cable Handhole	Existing Spot Elevation
Survey Stone	Concrete Curb
Traffic Control Box (Above Ground)	Granite Curb
Verizon Junction Box (Above Ground)	Sl. Curb
Bench Mark	Concrete Footway
Sewer Manhole	Br. Ftw.
Water Valve	A. Ftw.
Fire Hydrant	Sl. Ftw.
Electrolysis Test Station	Dep. Curb
Highway Grate Inlet (4 Denotes 4 FT, 6 Denotes 6 FT)	Br. Gutter
Open Mouth (4 Denotes 4 FT, 6 Denotes 6 FT)	D/W
Grate Inlet (6 Denotes 6 FT)	Driveway
City Inlet (6 Denotes 6 FT)	St. Wall
Old City Inlet (4 Denotes 4 FT, 6 Denotes 6 FT)	Br. Wall
Old Grate Inlet (4 Denotes 4 FT, 6 Denotes 6 FT)	C. Wall
Gas Valve	S.R.E.
Door Sill	Sewer Return Location



PENNSYLVANIA ONE CALL SYSTEM, INC.  
825 Twin Run Road  
West Mifflin, Pennsylvania  
15122 - 1078

BEFORE YOU DIG ANYWHERE IN PENNSYLVANIA CALL 1-800-242-1776  
NON-MEMBERS MUST BE CONTACTED DIRECTLY  
PA LAW REQUIRES THREE WORKING DAYS NOTICE TO UTILITIES BEFORE YOU EXCAVATE.  
DRILL, BLAST OR TRENCH

**PRELIMINARY DESIGN SUBMISSION**  
OCTOBER 1, 2021

NO.	DATE	REVISION
10		
9		
8		
7		
6		
5		
4		
3		
2		
1		

**SCHOOL & LOCATION**  
WILLIAM D. KELLEY SCHOOL  
1601 N. 28TH STREET

**PROJECT TITLE**  
GREEN STORMWATER IMPROVEMENT PROJECT

**DRAWING TITLE**  
SITE PLAN

DRAWING SCALE	FILE NO.
1" = 30'	7029
LOCATION NO.	CHECKED BY
7029	KMS
DRAWN BY	CONSULTANT CONTRACT NO.
JJK	

**DRAWING NO.**  
L-2.0

**SHEET** OF 6



ONE WAY

DO NOT ENTER



← ONE WAY

← ONE WAY

ATM Cigarettes \* Beverages \* Snacks  
HOT FOOD Wic Program \* Food Stamps  
Candy \* Dairy and more...  
Welcome Oxtford MINI MARKET LLC





OXFORD ST

ONE WAY

2719



**Fw: ] W. B. Kelley Elem. EMC Sign -response from Mural Artist ZP-2023-013453**

Renee Gross &lt;reneeg10@aol.com&gt;

Wed 4/10/2024 9:44 AM

To: Katherine Liss <Katherine.Liss@Phila.gov>; Mina Monavarian <Mina.Monavarian@Phila.gov>; Art Commission <ArtCommission@phila.gov>; Paulose Issac <Paulose.Issac@phila.gov>  
Cc: brad@acgcolor.com <brad@acgcolor.com>

**External Email Notice. This email comes from outside of City government. Do not click on links or open attachments unless you recognize the sender.**

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Good Morning All,

The Mural Artist responded in a positive way to the sign on the Mural Wall. Please see his approval letter below and please let us know if this is official enough to satisfy that requirement.

Thank you,

Reneé Gross  
609-707-1141

---

**From:** "David McShane" <david.mcshane@muralarts.org>  
**Sent:** 4/9/24 11:23 AM  
**To:** brad@acgcolor.com  
**Cc:** Emma Lynn Melvin <emelvin@philasd.org>  
**Subject:** Re: [EXTERNAL SENDER] W. B. Kelley Elem. EMC Proposal

Hi Brad,

Thank you for reaching out to me. I was the lead artist on that mural project, and appreciate your sensitivity toward the aesthetics of the mural and sign placement. I do not want to stand in the way of the sign going up - especially if the Principal sees it as an important communication tools with parents and community. Based on the attached photo you sent - the sign doesn't obstruct or interfere with the mural imagery, which I appreciate. The one thing I would ask is that any wires that may need to lead to the sign to provide the electricity similarly be sensitively placed (so they don't cut across one of the faces of the portraits, for instance).

Best of luck in the project,  
Dave McShane

David McShane  
Director of Resident Artists



**Mural Arts  
Philadelphia**  
Roots & Reimagination  
40th Anniversary

Mural Arts Philadelphia  
The Lincoln Financial Mural Arts Center  
1727-29 Mount Vernon Street  
Philadelphia, PA 19130  
610-324-9193  
[david.mcshane@muralarts.org](mailto:david.mcshane@muralarts.org)

# **EXHIBIT A**



# BREWERYTOWN SHARSWOOD

COMMUNITY CIVIC ASSOCIATION

September 22, 2024

Mr. William Bergman  
Chair, Zoning Board of Adjustment  
401 John F. Kennedy Boulevard – 11th Floor  
Philadelphia, PA 19102

APPEAL# ZP-2023-013453  
PERMIT# ZP-2023-013453  
MEETING ID# MI-2024-004388  
1601-49 N 28TH ST  
Sep 25, 2024 2:00:00 PM

Re: Letter of **SUPPORT** – 1601-49 N 28TH ST, William B Kelley School

The Brewerytown Sharswood Community Civic Association **SUPPORTS** the use exceptions requested for the address above. This letter provides an overview of the meeting that took place on September 19, 2024, to review this project with the community.

The applicant's attorney, Mr Neil Sklaroff, presented the proposal to install an electronic digital sign on the school building at 1601-49 N 28th St (at the intersection of 28th and Oxford Streets on the 28th St side;). The sign is intended to share information and promote community events and activities. However, the electronic sign does not comply with RM-1 district zoning requirements.

During the discussion that followed the presentation, Dr Crystal Edwards, the applicant, highlighted the sign's importance for the community, noting that William B. Kelley School is one of the few schools without such a feature. Mr Sklaroff clarified that the sign will be operational from 7 a.m. to 7 p.m., with the possibility of adjusting the hours in response to community input. The absence of an expert examination of the materials and installation plan, the potential health impacts, and the impact on the environment were all questioned by community members.

The discussion concluded with a vote: 8 in favor, 2 opposed, and 1 abstention. The BSCCA Zoning Subcommittee supports this outcome and respectfully asks that the Zoning Board of Adjustments grant the requests.

Thank you for your attention. Please contact me if you need any clarification or more information.

Sincerely,  
Doris Aldridge  
Zoning Subcommittee,  
Brewerytown Sharswood Community Civic Association  
brew.sharsnas@gmail.com

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**Meeting Summary Form to Zoning Board of Adjustment (ZBA)**

Brewerytown/Sharswood Community Civic Association



Philadelphia, PA 19121

September 22, 2024

Mr. William Bergman  
Chair, Zoning Board of Adjustment  
1401 John F. Kennedy Boulevard – 11<sup>th</sup> Floor  
Philadelphia, PA 19102

**Re: RCO Meeting Summary Form**

APPEAL# *ZP-2023-013453*  
PERMIT# *ZP-2023-013453*  
MEETING ID# *MI-2024-004388*  
1601-49 N 28TH ST  
August 25, 2024, 2:00:00 PM

Mr William Bergman

Below is a summary of a public community meeting held regarding the above-referenced zoning proposal.

**Final Position Taken by Coordinating RCO is one of:**

- Support**
- Oppose
- Abstain
- Did not reach agreement on the application

**Vote Count(s) [as applicable]**

	Zoning Committee	Community Meeting	Other (e.g. affected addresses, members, etc.)- please describe:
<i>Support</i>	<b>4</b>	<b>18</b>	
<i>Oppose</i>	<b>0</b>	<b>2</b>	
<i>Abstain</i>	<b>3</b>	<b>1</b>	

**Date of Meeting:** Zoning Committee – Sep 3, 2024; Community Meeting – Sep 19, 2024

**Location of Meeting:** On Zoom

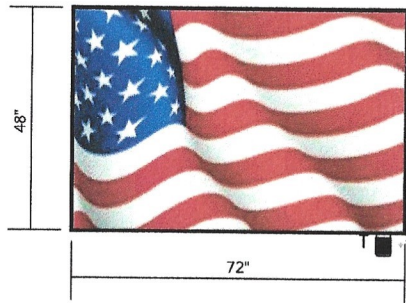
**Number of Attendees:** Zoning Committee - 7; Community Meeting - 39

**Letter with Explanation of/Rationale for Position Attached?** Y

Sincerely,  
BSCCA Zoning Committee

- cc: District Council Office - *mary.jones@phila.gov*
- Planning Commission - *rco.notification@phila.gov*
- Zoning Board of Adjustment - *rcozba@phila.gov*
- Board Counsel – *boardcounsel@phila.gov*
- Neil Sklaroff - *nsklaroff@dilworthlaw.com*

# **EXHIBIT B**



**ELEVATION VIEW**

1/2" = 1'-0"

full-color electronic message center, single-sided, extruded aluminum enclosure per header sign, welded/bolted connections to supports, back and side cladding to enclose supports

weather-proof junction box, with disconnect switch

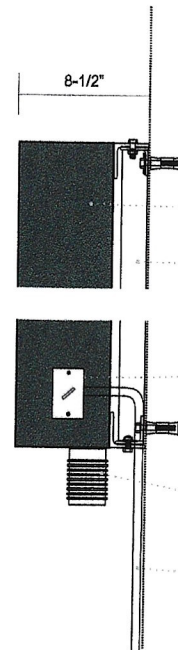
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Maximum draw of sign is 16 amps at 120 volts



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3/8" diameter double-expansion anchor, 1-1/2 min embedment, (8) required, (4) top, (4) bottom, evenly spaced

Temperature probe, brightness sensor, and comm antenna located on bottom of sign

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Satin black painted finish



LISTED

**Illuminated Electronic LED Message Sign**  
(1) SINGLE-SIDED SIGN AS SHOWN REQUIRED

**53688**

W B Kelley Elementary School

1601 N 28th St  
Philadelphia, PA 19121

Advanced Color Signs & Graphics  
Newtown, PA 215-679-9558

Date	Scale
10-9-23, 10-11-23, 2-19-24	as shown
Drawn by	Drawing No.
HRMc	53688

- NOTES**
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SHEET
1 of 1
REVISION #
2

# **EXHIBIT C**

WILLIAM D. KELLEY  
PUBLIC SCHOOL

*...any good dream  
begins with a dreamer*

*"Nothing can dim the light  
which shines  
from within"*





# **EXHIBIT D**



BOOK FAIR  
COMING 11-02-24

"Nothing can dim the light  
which shines  
from within"

ONE WAY

DO NOT  
ENTER





FOOD DRIVE

Nothing can dim the light which shines from within

ONE WAY

DO NOT ENTER

# **EXHIBIT E**

## **Sklaroff, Neil**

---

**From:** Renee Gross <reneeg10@aol.com>  
**Sent:** Thursday, September 19, 2024 2:46 PM  
**To:** Sklaroff, Neil  
**Subject:** Fw: ] W. B. Kelley Elem. EMC Sign -response from Mural Artist ZP-2023-013453

This message is from an external sender.

---

Hi Neil, Good Afternoon,

I found the email from the mural artist. Please see below, and I hope it helps tonight. Remember if you need me call me.

Thank you,

Reneé Gross  
609-707-1141

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**From:** "Renee Gross" <reneeg10@aol.com>  
**Sent:** 4/10/24 9:44 AM  
**To:** Katherine Liss <katherine.liss@phila.gov>, Mina Monavarian <mina.monavarian@phila.gov>, Art Commission <artcommission@phila.gov>, Paulose Issac <paulose.issac@phila.gov>  
**Cc:** "brad@acgcolor.com" <brad@acgcolor.com>  
**Subject:** Fw: ] W. B. Kelley Elem. EMC Sign -response from Mural Artist ZP-2023-013453

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Thank you,

Reneé Gross  
609-707-1141

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**From:** "David McShane" <david.mcshane@muralarts.org>  
**Sent:** 4/9/24 11:23 AM  
**To:** brad@acgcolor.com

Cc: Emma Lynn Melvin <emelvin@philasd.org>

Subject: Re: [EXTERNAL SENDER] W. B. Kelley Elem. EMC Proposal

Hi Brad,

Thank you for reaching out to me. I was the lead artist on that mural project, and appreciate your sensitivity toward the aesthetics of the mural and sign placement. I do not want to stand in the way of the sign going up - especially if the Principal sees it as an important communication tools with parents and community. Based on the attached photo you sent - the sign doesn't obstruct or interfere with the mural imagery, which I appreciate. The one thing I would ask is that any wires that may need to lead to the sign to provide the electricity similarly be sensitively placed (so they don't cut across one of the faces of the portraits, for instance).

Best of luck in the project,  
Dave McShane

David McShane  
Director of Resident Artists



**Mural Arts  
Philadelphia**  
Roots & Reimagination  
40th Anniversary

Mural Arts Philadelphia  
The Lincoln Financial Mural Arts Center  
1727-29 Mount Vernon Street  
Philadelphia, PA 19130  
610-324-9193  
[david.mcshane@muralarts.org](mailto:david.mcshane@muralarts.org)  
preferred pronouns: he/him

On Apr 9, 2024, at 9:31 AM, [brad@acgcolor.com](mailto:brad@acgcolor.com) wrote:

Good Morning David,

As the true facilitator of this project, I wanted to introduce myself. As the owner of the Sign Company (Advanced Color Signs & Graphics), I would like to keep this project moving for the School. As the artist, we would like to get your initial feedback on this proposal and whether we can obtain your permission to add the EMC to the corner of the building (see attached) or whether you plan to object.

As noted in the earlier conversations, the Sign & Streetery Committee is requesting your feedback before we can proceed to the next approval step. If you wish to discuss this matter in more detail, please feel free to contact me directly.

Thank you for your time and consideration.

Brad Schwartz,  
President

Advanced Color Signs & Graphics  
103 Penns Trail  
Newtown, PA 18940  
215-579-9558

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From: "Emma Lynn Melvin" <emelvin@philasd.org>

Sent: 4/8/24 9:56 AM

To: [brad@acgcolor.com](mailto:brad@acgcolor.com)

Cc: Steve Talbott <[stalbott-ext@philasd.org](mailto:stalbott-ext@philasd.org)>, David McShane <[david.mcshane@muralarts.org](mailto:david.mcshane@muralarts.org)>  
Subject: Re: [EXTERNAL SENDER] W. B. Kelley Elem. EMC Proposal

Hello Brad,

I am including the mural artist on this email. He can provide comments and suggestions. I am just the facilitator of this discussion.

Emma Melvin

On Mon, Apr 8, 2024, 9:45 AM [brad@acgcolor.com](mailto:brad@acgcolor.com) <[brad@acgcolor.com](mailto:brad@acgcolor.com)> wrote:  
Good Morning Ms. Melvin,

Steve Talbott recommended that I contact you regarding our request to add a new full color LED digital sign to the outside of the W. B. Kelley Elementary School. The Principal, Dr. Edwards is asking the City to approve the installation of a new 4' x 6' electronic message center (EMC) to the SW corner of her school (corner of 28th & Oxford). This EMC will serve not only the School, but the community at large. Dr. Edwards would use the display for school events, fairs, graduations, community events, Fire Dep. open houses and Police PAL events. However, because the location of the EMC is near an existing Mural, your department's approval is required.

As noted in the attached letter, our proposal was submitted to the Sign and Streetery Committee and they recommended reaching out to your department for guidance and recommendation. We are unaware of the artists name and therefore are unable to obtain his/her permission directly. Hopefully, you will be able to give us direction on this matter; as to, who to contact, whether the artist can simply approve our request, or whether you require more information before approving our request.

As noted, I have attached several pictures and documents for your review and consideration. Thank you for your consideration and please feel free to contact me with any questions.

Brad Schwartz,  
President

Advanced Color Signs & Graphics  
103 Penns Trail  
Newtown, PA 18940  
215-579-9558

<WB Kelly Wall mock up.pdf>

David McShane  
Director of Resident Artists



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preferred pronouns: he/him