



**KLEHR HARRISON
HARVEY BRANZBURG^{LLP}**

Brett D. Feldman
Direct Dial: (215) 569-3697
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December 3, 2024

VIA ELECTRONIC MAIL

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

Re: Request for December 18, 2024 Sign Committee Review and Approval of Proposed Signage for 1604 Chestnut Street (the “Property”).

Dear Alex:

This firm represents the incoming building tenant, McDonald’s USA, LLC (“McDonald’s”) with regards to ongoing zoning approvals at 1604 Chestnut Street (the “Property”). As detailed more fully in the sign package to follow, McDonald’s proposes to remove the existing Payless Shoes Source sign (total sign area: 36.09 square feet) and install two (2) new flat wall, internally illuminated signs along Chestnut Street (parallel to the Property’s frontage):

- One (1) internally illuminated, 48” x 42” flat wall sign (total area: 14 square feet)
- One (1) internally illuminated, 12’-3 5/8” x 18” flat wall sign with the McDonald’s wordmark (total sign area 18.3 square feet).

By way of further background, the incoming tenant is a new proposed McDonald’s restaurant. This location would replace the former location that was on the 1700 block of Walnut Street that was destroyed by fire in 2020 that led to ultimately the demolition of several structures. McDonald’s has wanted to return to Center City since and is now excited about this proposal. In terms of design and layout, this proposed location will be McDonald’s most modern “in-line” prototype very similar to the recently opened restaurant location at 40th and Walnut in University City.

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.

On December 2, 2024, the Applicant met with the Philadelphia Art Commission and the City Planning Commission for a preliminary meeting regarding the proposed sign package. Per the remarks we received at that time we, we have accordingly revised the drawings. The original proposal had a blade “McDelivery” sign. The blade sign has been removed from the plans.



December 3, 2024
Page 2

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 December 18, 2024 and receive approval from the Art Commission on January 8, 2024.

Respectfully submitted,

Brett D. Feldman

BDF:asg

CC: Henry Felsman - henry.felsman@phila.gov
Mina Monavarian - mina.monavarian@phila.gov
Katherine Liss - katherine.liss@phila.gov
Sydney Conaway - sydney.conaway@phila.gov
Elizabeth Fuselier - elizabeth.fuselier@phila.gov



Legend

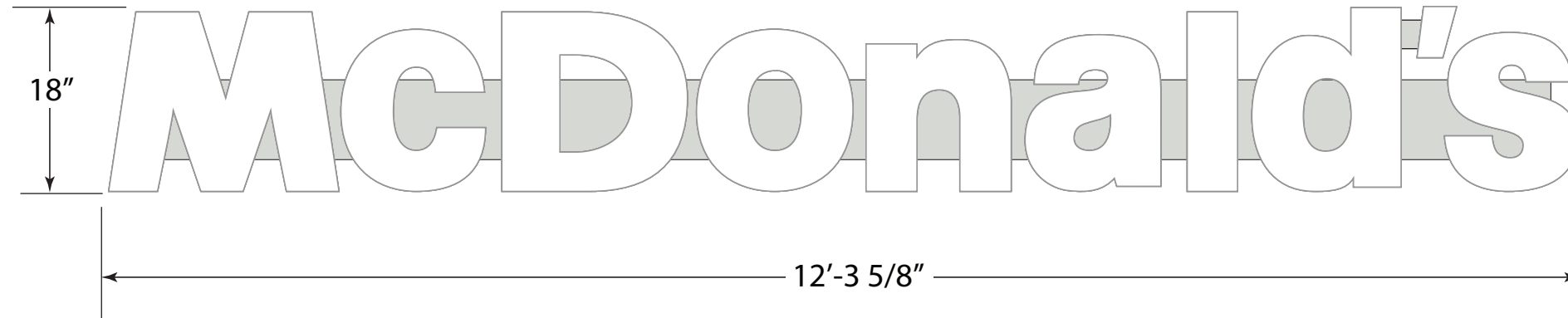


Preserve facade & paint to match existing



A2.0 COLOR ELEVATIONS | SCALE: 3/16" = 1'-0"

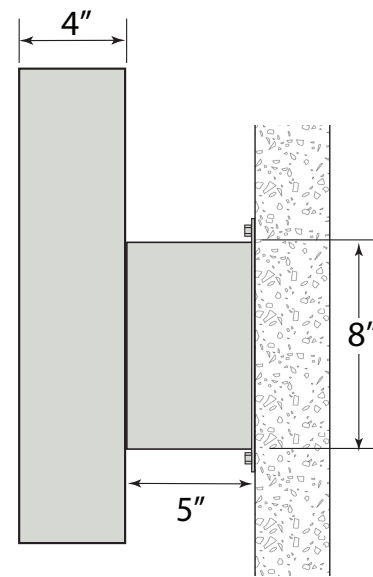
18" Next Gen Wordmark



SIGN DETAILS:

LED illuminated McDonald's Wordmark on Next Gen Silver raceway

Aluminum channel letters with White faces and Next Gen Silver returns



SIDE VIEW
NOT TO SCALE



Everbrite, LLC.
4949 S. 110th Street, Greenfield, WI 53228
Phone: 414-529-3500 • Fax: 414-529-7191
Website: www.everbrite.com

Part No:
Description: 18" NEXT GEN WORDMARK- RACEWAY MTD.

Project No: 497734-3
Drawn By: CMH
Date: 03/18/24

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GENERAL NOTES

INSTALLER TO PROVIDE COMPLETION PHOTOS OF MOUNTING/CONNECTION POINTS, WIRE ROUTING AND OVERALL ELEVATION.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

INSTALLER TO VERIFY SIGN IS PROPERLY INSTALLED, CONNECTED AND GROUNDED.

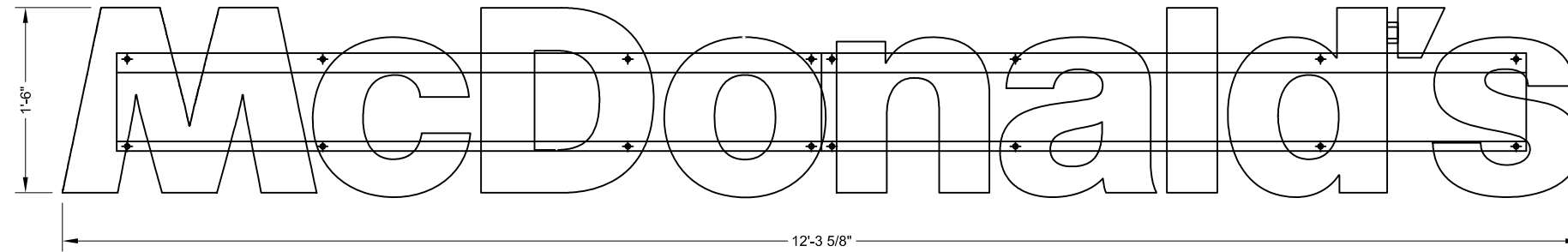
THIS DRAWING IS FOR INSTALLATION PURPOSES ONLY AND NOT TO BE USED FOR MANUFACTURING.

INSTALLATION INSTRUCTIONS

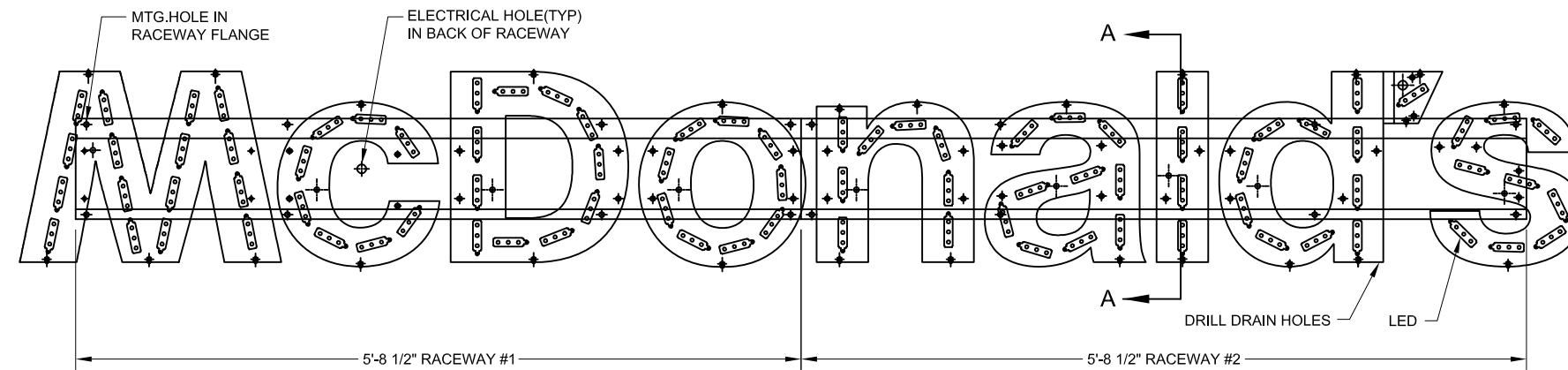
1. OPEN PACKAGING CAREFULLY AND INSPECT FOR DAMAGE. IF DAMAGE IS FOUND, CLAIM MUST BE FILED WITHIN 5-DAYS WITH SHIPPING AGENT.
2. DETERMINE SIGN LOCATION AND TAPE UP THE TEMPLATE (IF PROVIDED) ON THE SURFACE TO WHICH IT WILL BE INSTALLED, RECEIVE CONFIRMATION FROM CLIENT OR CONTRACTOR.
3. LAYOUT AND PRE-DRILL ALL REQUIRED MOUNTING AND ELECTRICAL HOLES.
4. FILL ALL HOLES WITH SILICONE PRIOR TO MOUNTING THE SIGN.
5. ALIGN LETTER CLOUDS TO MATCHING PRE-DRILLED HOLES WHILE INSERTING FASTENERS THROUGH LETTER CLOUDS, BACKER PANEL, WALL AND BLOCKING (AS REQ'D). FASTEN WITH HARDWARE. USE PVC SLEEVES TO PROTECT WALL FINISH OVER SHEATHING (IF NECESSARY).
6. MAKE FINAL ELECTRICAL HOOK UP TO PRIMARY WIRING OF POWER SUPPLIES THROUGH DRILLED ELECTRICAL HOLES.
7. TEST LIGHT FOR PROPER FUNCTION AND ILLUMINATION.
8. PERFORM TOUCH-UP AS REQUIRED
9. CLEAN INSTALLATION WORK SITE OF ALL EXCESS MATERIALS AND DEBRIS. DO NOT DISCARD ANY MATERIAL OR DEBRIS INTO ON SITE DUMPSTERS.

ELECTRICAL SPECIFICATION :

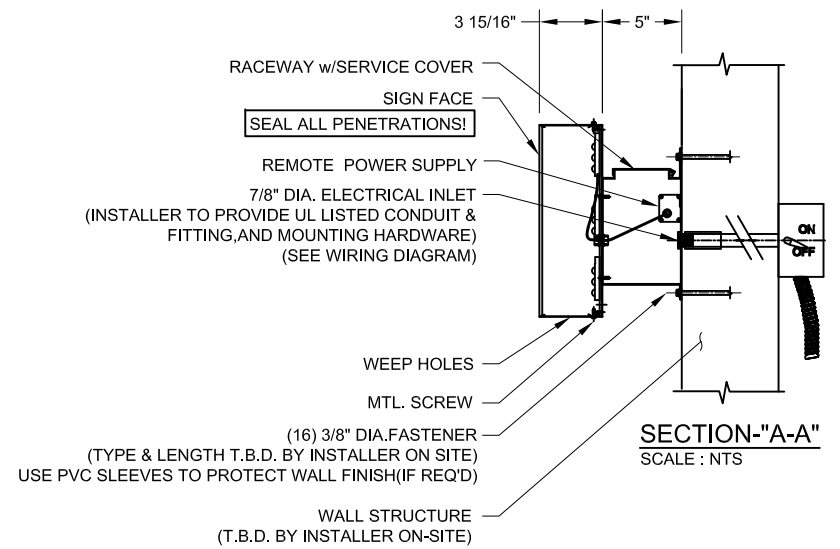
LED : WHITE 43 FT. #LS-PRO-160-41K-2B1C, 86 MODULES
 POWER SUPPLY : (1) #PS12-60WSL-100-277V
 0.63 AMPS EACH (INPUT)
 TOTAL (0.63 AMPS) @ 120 V
 USE (1) 20 AMP CIRCUIT



FRONT VIEW (w/ FACES)
SCALE 1:16



FRONT VIEW (w/o FACES)
SCALE 1:16



NOTE: DETAIL SHOWN MAY NOT REFLECT THE ACTUAL WALL CONSTRUCTION AS WALL TYPES VARY PER SITE. IT IS THE INSTALLER'S RESPONSIBILITY TO IDENTIFY THE ACTUAL CONSTRUCTION AND ADAPT THE INSTALLATION ACCORDINGLY.

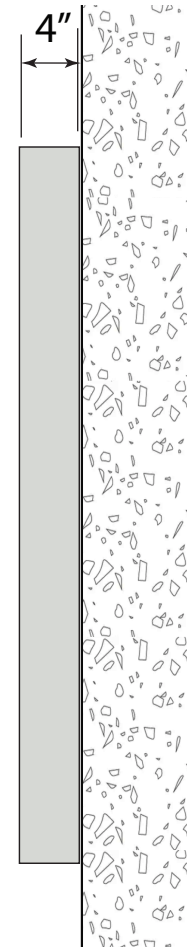
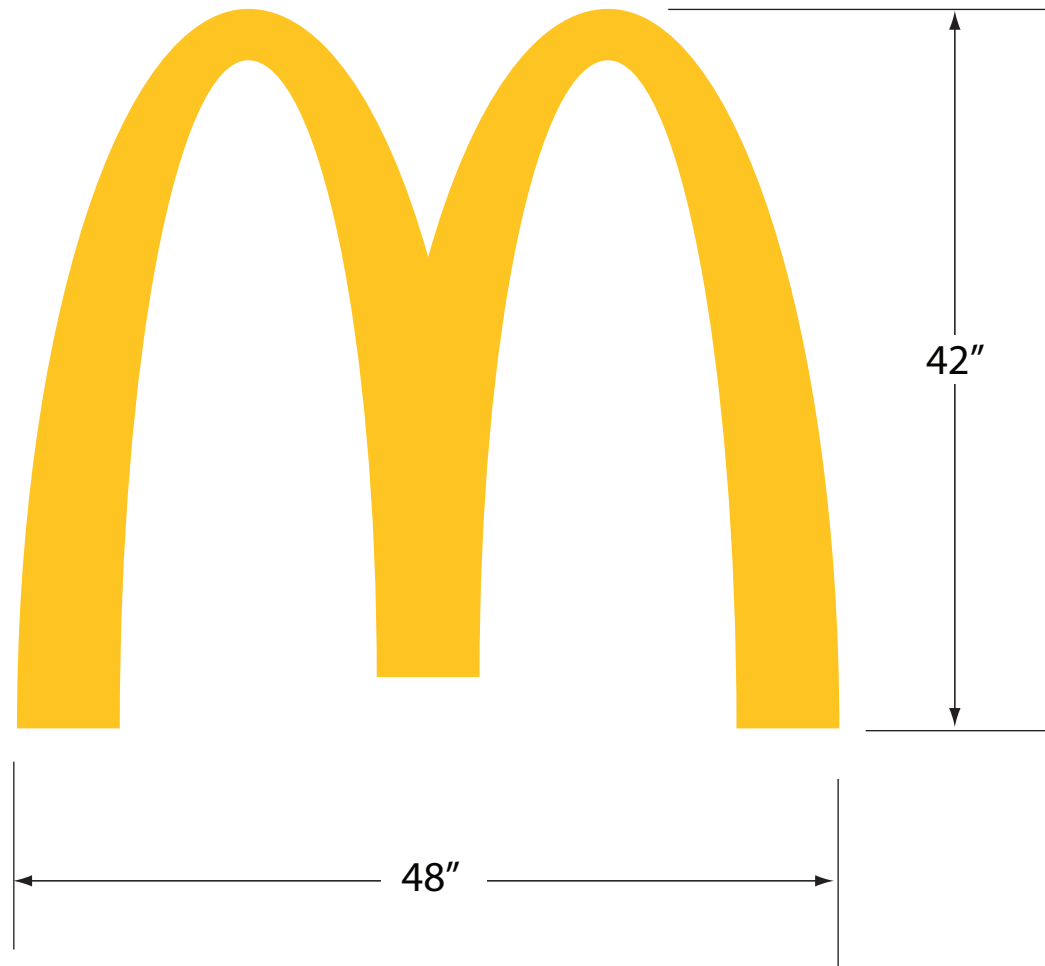


INSTALLATION DRAWING					
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REV	DATE	BY	CHK	DESCRIPTION	
A	02/19/19	IMPACT/MCM	RHB	RELEASED FOR INSTALLATION	

DRAWN BY	IMPACT-MCM	SITE	
DATE	02/18/19		
CHECKED BY	RHB		
DATE	02/19/19	SCALE	AS SHOWN
		REF	

TITLE		
McDonald's 1'-6" LETTERS RCWY LED SIGN		
PROJECT NO.	DRAWING NO.	REV
398544	IN398544H	A

42" Next Gen Arch



SIDE VIEW
NOT TO SCALE

SIGN DETAILS:

LED illuminated McDonald's Arch Face

Injection-molded logo with PMS123C Yellow and Next Gen Silver return



Everbrite, LLC.
4949 S. 110th Street, Greenfield, WI 53228
Phone: 414-529-3500 • Fax: 414-529-7191
Website: www.everbrite.com

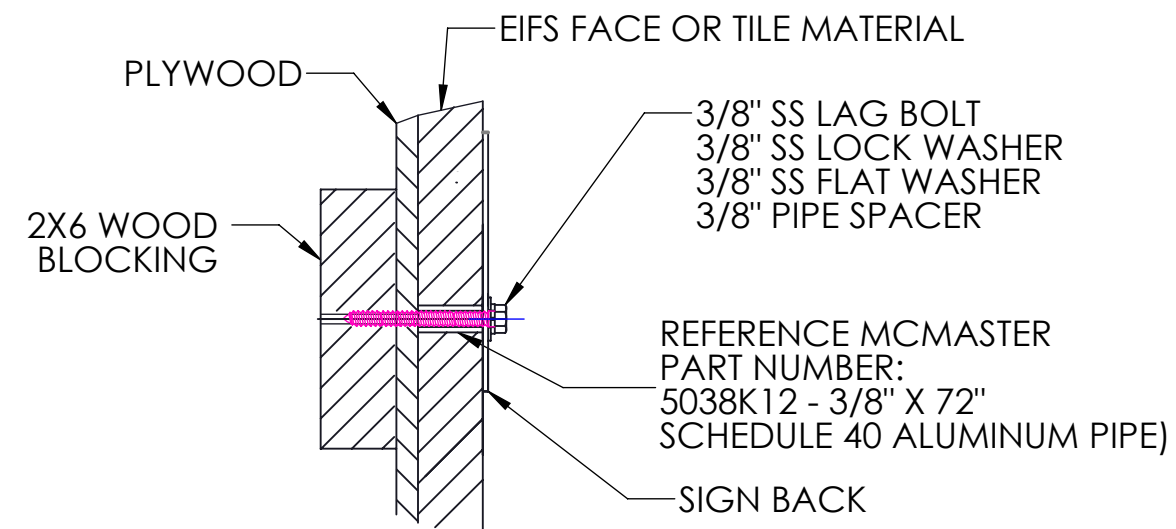
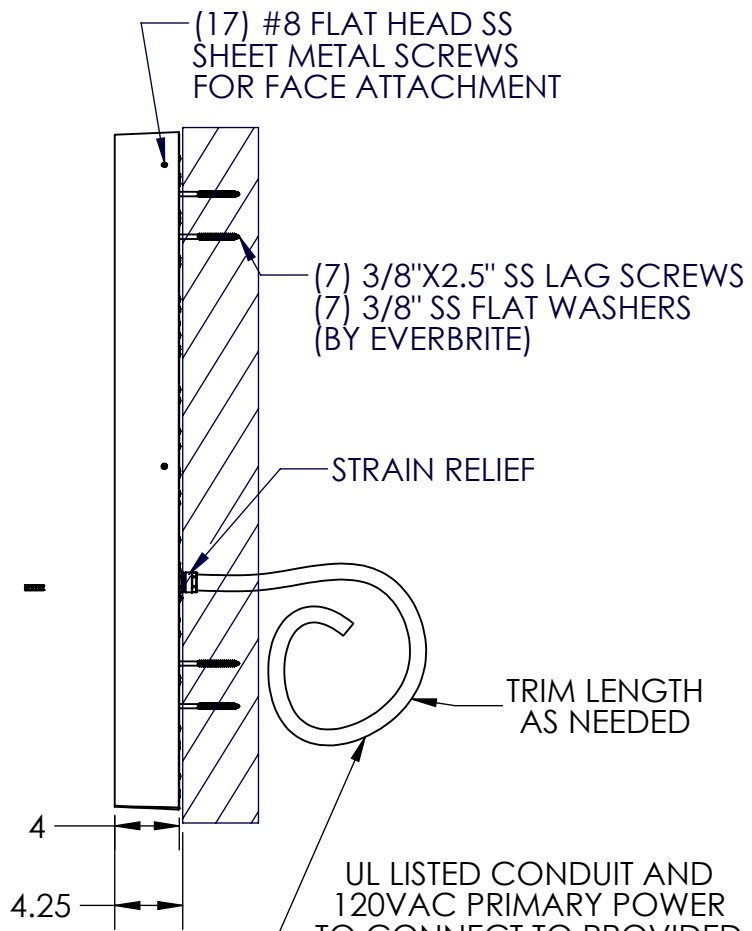
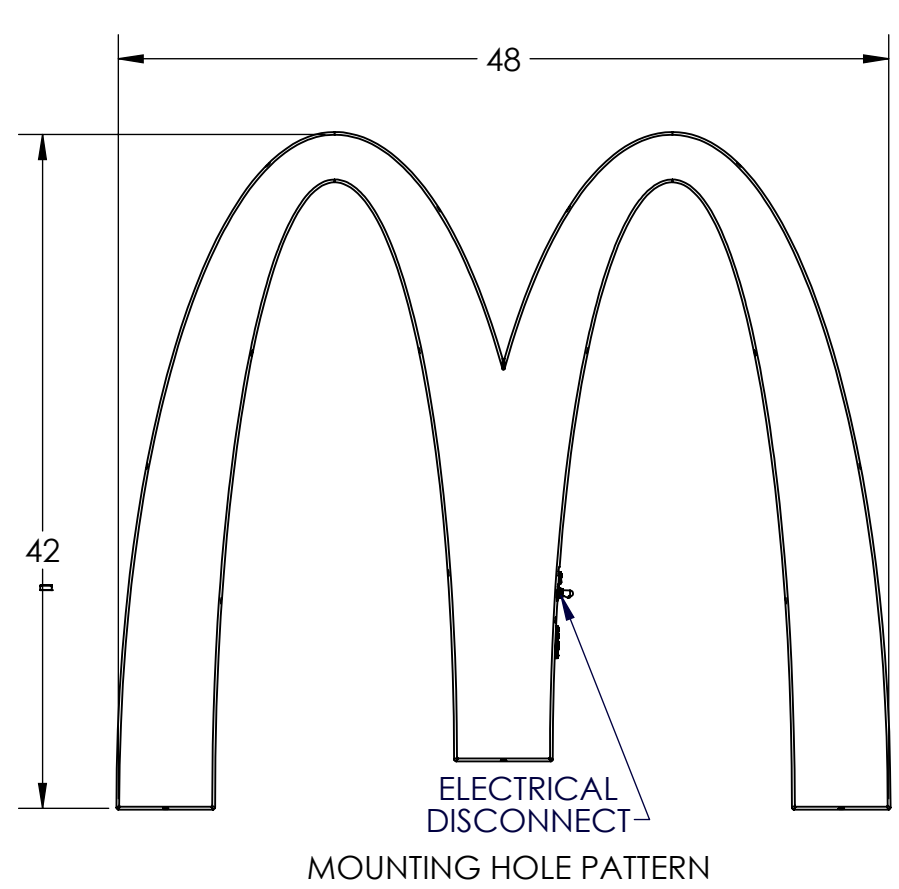
Part No:
Description: 42" NEXT GEN ARCH

Project No: 497734-3
Drawn By: CMH
Date: 03/20/24

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REVISIONS				
REV.	DESCRIPTION	DATE	REV'D BY	ECN
A	INITIAL RELEASE	3/1/2017	JAS	5919
B	CHANGE ELECTRICAL DISCONNECT NOTE	8/30/2017	JAS	6350
C	UPDATED SIGN ADHESIVE NOTE	12/4/2017	JAS	6693
D	CLARIFIED MOUNTING HOLE AND ELECTRICAL LOCATIONS, ADDED NEW SHEET	1/18/2019	JAS	8218



- INSTALL INSTRUCTIONS FOR MOUNTING TO WOOD, EIFS AND TILE:
- REMOVE FACE BY REMOVING (17) #8 PHILLIPS FLAT HEAD SCREWS AROUND PERIMETER OF FACE. UNSCREW RUBBER SWITCH BOOT. PULL OFF OF BACK BEING CAREFUL OF SWITCH HOLE.
 - DETERMINE LOCATION OF ARCH, ENSURE THAT IT IS LEVEL.
 - IF EIFS IS PRESENT GO TO STEP 4. IF TILE IS PRESENT GO TO STEP 5. IF WOOD IS PRESENT GO TO STEP 6.
 - USING A HOLE SAW, DRILL A 1" DIA. HOLE OUT OF THE EIFS WHERE EACH MOUNTING LOCATION IS MARKED, DRILL THIS HOLE ONLY AS DEEP AS THE EIFS IS THICK.
 - DRILL PROPER PILOT HOLES FOR THE LAG BOLTS THROUGH THE PLYWOOD BACKING AND WOOD BLOCKING. GO TO STEP 5C.
 - USING CARBIDE TIPPED MASONRY DRILL BITS, DRILL 1" DIA. HOLES OUT OF THE TILE WHERE EACH MOUNTING LOCATION IS MARKED. DRILL THE HOLES SLOWLY WITH LIGHT PRESSURE AND SPRAY WATER CONSTANTLY ON THE TILE TO KEEP THE BIT COOL. DON'T STOP THE BIT WHILE TURNING IN THE HOLE OR IT COULD BIND AND CRACK THE TILE.
 - DRILL PROPER PILOT HOLES FOR THE LAG BOLTS THROUGH THE PLYWOOD BACKING AND WOOD BLOCKING.
 - USING ALUMINUM HOLLOW PIPE WITH A MINIMUM INSIDE DIAMETER OF .493" (REFERENCE MCMASTER PART NUMBER: 5038K12 - 3/8" X 72" SCHEDULE 40 ALUMINUM PIPE) CUT PIPE SECTIONS THAT HAVE A LENGTH EQUAL TO THE THICKNESS OF THE TILE OR EIFS PLUS 1/8".
 - PRE-DRILL HOLES IN WALL FOR THE 3/8" LAG BOLTS.
 - DRILL CLEARANCE HOLE FOR THE CABLE AND FITTING.
 - RUN PROVIDED CONDUIT AND WIRING THROUGH WALL
 - CONNECT WIRING TO PRIMARY POWER TO MEET ALL CODES. BLACK TO BLACK, WHITE TO WHITE, GREEN TO GREEN.
 - TEST LIGHT. TAKE PHOTOS.
 - SILICONE ALL WALL PENETRATIONS AND MOUNT ARCH BACK TO WALL USING SUPPLIED LAG BOLTS AND WASHERS. IF EIFS OR TILE IS PRESENT, INSERT ALUMINUM PIPES IN THE 1" DIA. HOLES BEFORE MOUNTING ARCH BACK.
 - ATTACH FACE TO BACK ((17) LOCATIONS) USING HARDWARE REMOVED FROM STEP 1 AND BEING CAREFUL OF SWITCH HOLE. REPLACE RUBBER SWITCH BOOT.
 - PLEASE ENSURE THAT THE BACKER IS FLAT AGAINST THE WALL AND THAT THERE ISN'T ANY FLEXING IN THE BACKER.
 - ENSURE BACKER AND FACE ARE TIGHTLY SEALED TOGETHER.
 - ENSURE NO LIGHT LEAKS EXIST AROUND THE PERIMETER OF THE SIGN.

INPUT: 120 VAC, 60Hz, 0.8 AMPS MAX

OUTPUT: 12VDC, VOLTAGE REGULATED, 20.5 WATT, APPROX 1.7 AMP.
OPERATING ENVIRONMENT: WET, DAMP, DAY -35 DEG C TO +70 DEC C

WIRING: SIGN IS TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND ALL OTHER APPLICABLE LOCAL CODES. THIS INCLUDES THE PROPER GROUNDING OF THE SIGN.

SQUARE FOOT AREA: ACTUAL: 5 SQ FT. BOXED: 14SQ FT.

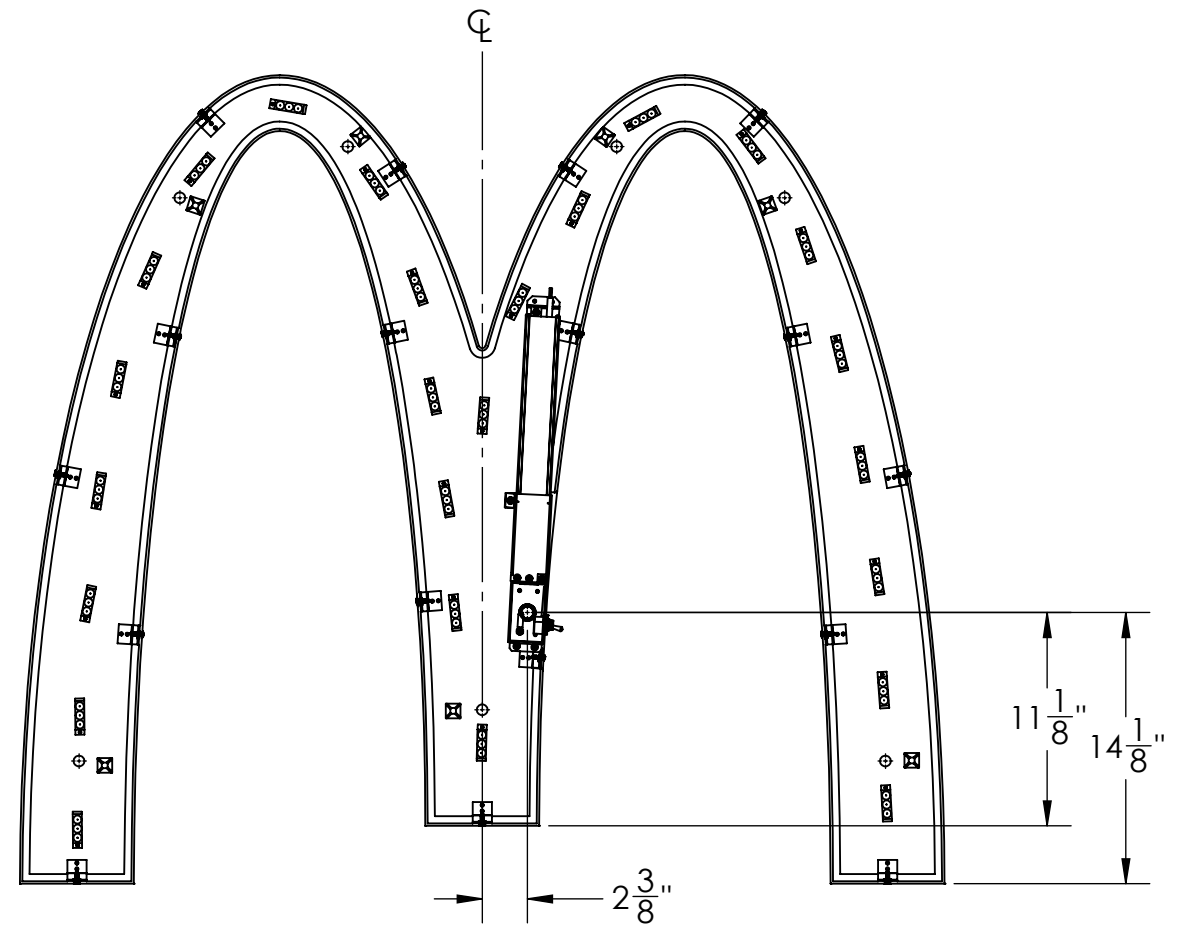
DESIGNED WINDLOAD: 150 MPH WIND SPEED 3-SECOND GUST EXPOSURE. COMPLIANT WITH NATION BUILDING CODES AND STANDARDS (IBC, UBC)

SEE SHEET-3 FOR PANELBOARD AND CIRCUIT NO. INFORMATION

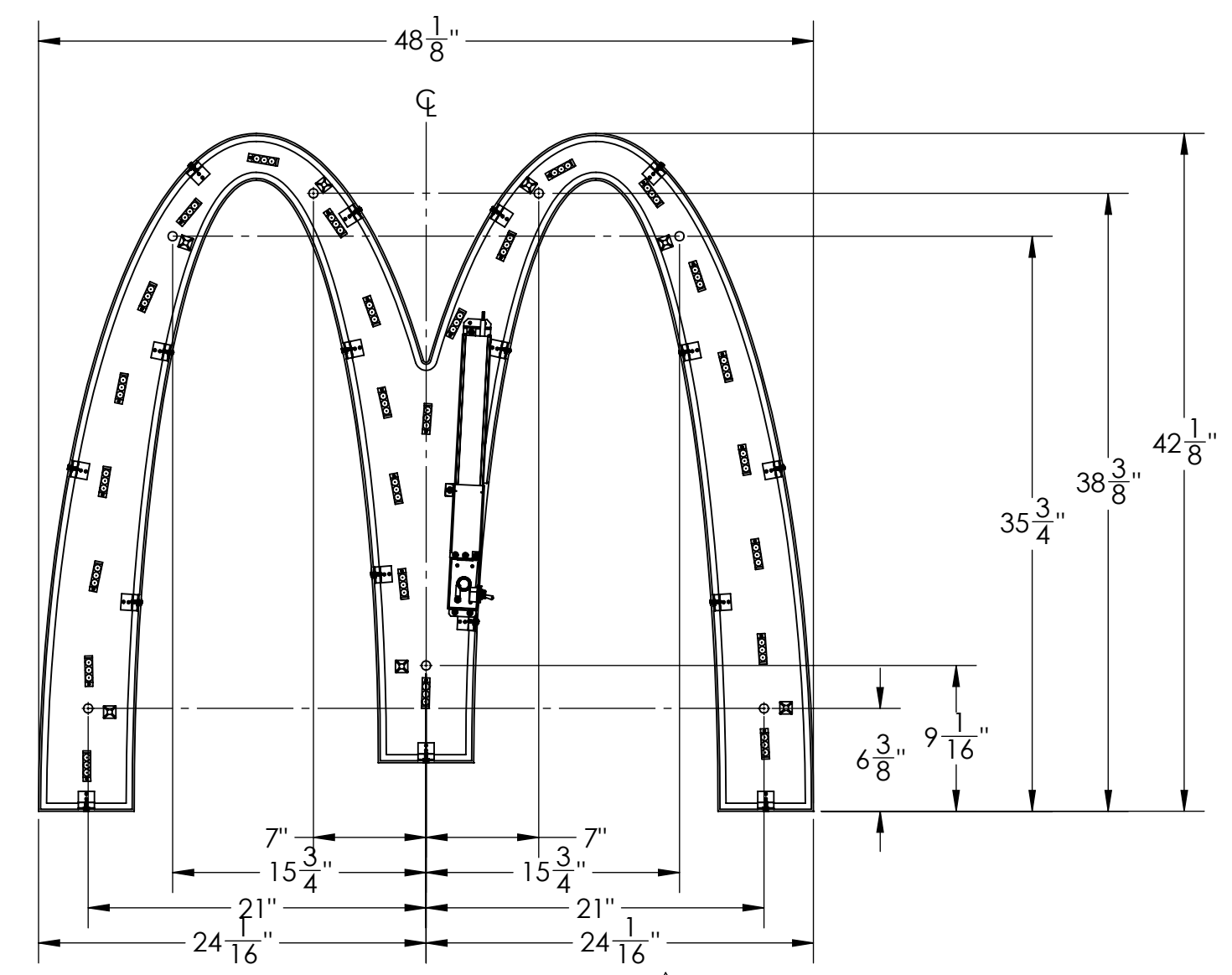
UNLESS OTHERWISE SPECIFIED: DIMENSIONS ARE IN INCHES TOLERANCES: FRACTIONAL ± 1/8 .X = ± .06 .XXX = ± .015 MACHINED ± .5 .XX = ± .03 .XXXX = REAM ANGULAR: BEND ± 1	DRAWN	JAS	3/1/2017	PRODUCT: MCDONALD'S NG INTERNAL POWER SUPPLY 42" ARCH TITLE: INSTALL, MCD 42" ARCH, INT PS APPROXIMATE SIGN WEIGHT: 26 LBS SIZE DWG. NO. REV B IN456200S E
	CHECKED			
	DESIGNED	JAS	3/1/2017	
DO NOT SCALE DRAWING	PROPRIETARY AND CONFIDENTIAL THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF EVERBRITE, LLC. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF EVERBRITE, LLC. IS STRICTLY PROHIBITED.			SCALE: 1:12 SHEET 1 OF 4

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2/22/2023 C:\evb-epdim\items\030000-030999\030926\IN456200S



ELECTRICAL INPUT LOCATION D



MOUNTING HOLE LOCATIONS D

UNLESS OTHERWISE SPECIFIED:
 DIMENSIONS ARE IN INCHES
 TOLERANCES:
 FRACTIONAL ± 1/8
 .X = ± .06
 .XXX = ± .015
 MACHINED ± .5
 .XX = ± .03
 .XXXX = REAM
 BEND ± 1



DO NOT SCALE DRAWING

	NAME	DATE
DRAWN	JAS	3/1/2017
CHECKED		
DESIGNED	JAS	3/1/2017

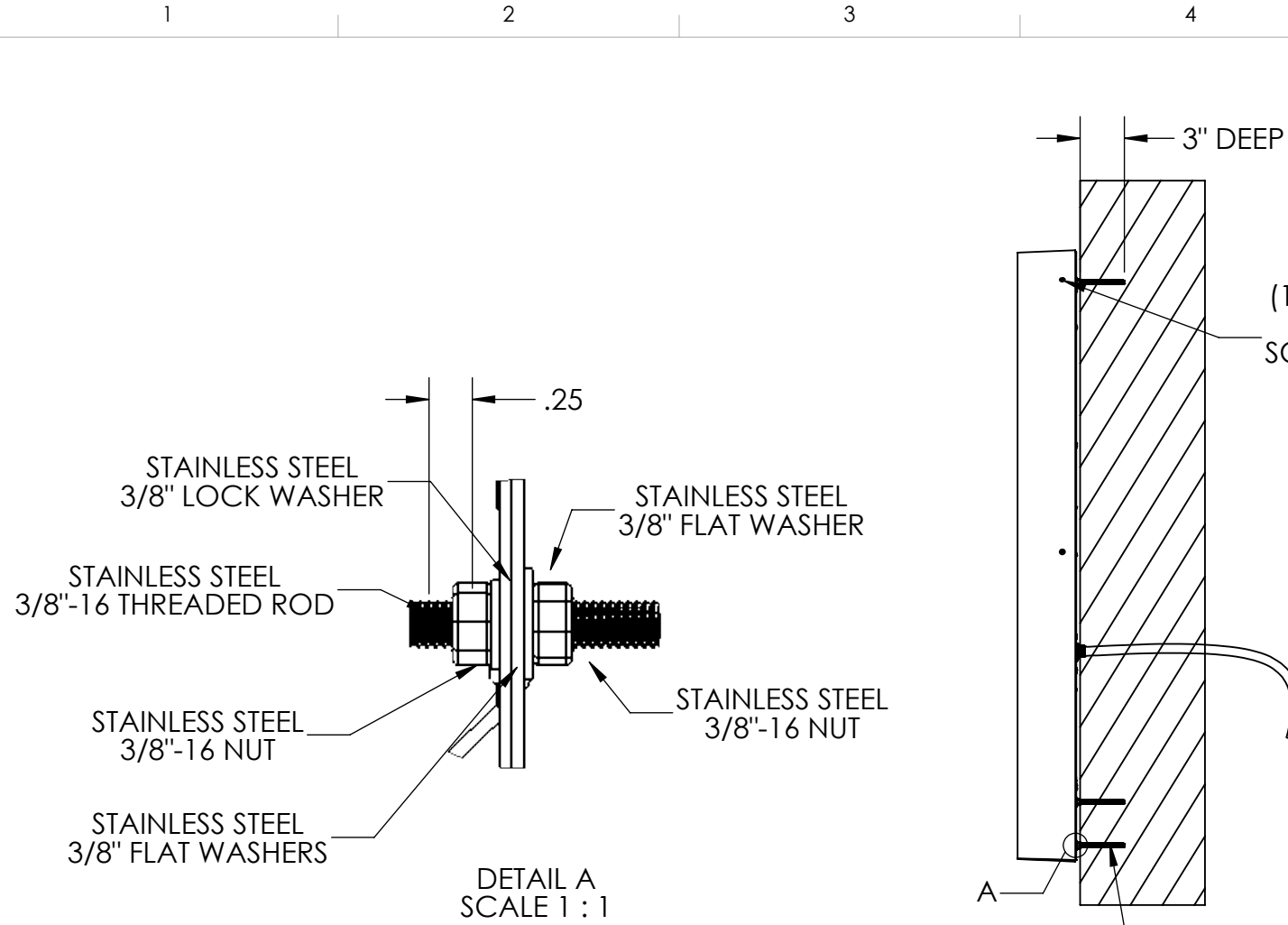
PROPRIETARY AND CONFIDENTIAL
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PRODUCT:
 MCDONALD'S NG INTERNAL
 POWER SUPPLY 42" ARCH

TITLE:
 INSTALL, MCD 42" ARCH, INT PS
 APPROXIMATE SIGN WEIGHT: 26 LBS

SIZE	DWG. NO.	REV
B	IN456200S	E

SCALE: 1:10 SHEET 2 OF 4



- (7) 3/8"-16 X 4.5" STAINLESS STEEL THREADED RODS
- (14) 3/8"-16 STAINLESS STEEL NUTS
- (7) 3/8" STAINLESS STEEL LOCK WASHER
- (14) 3/8" STAINLESS STEEL FLAT WASHER (BY EVERBRITE)
- CONSTRUCTION MASONRY ADHESIVE (AS REQUIRED) (BY OTHERS)

(17) #8 FLAT HEAD SS SHEET METAL SCREWS FOR FACE ATTACHMENT

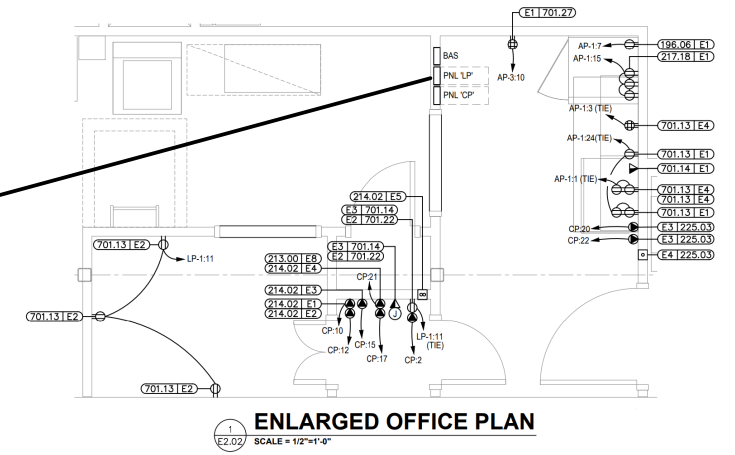
UL LISTED CONDUIT AND 120VAC PRIMARY POWER TO CONNECT TO PROVIDED CONDUIT AND WIRING BY ELECTRICAL CONTRACTOR PER LOCAL AND NATIONAL CODES

PANEL 'LP' (LP-1)
CIRCUIT NO 16
GND SIZE 12 WIRE SIZE 12

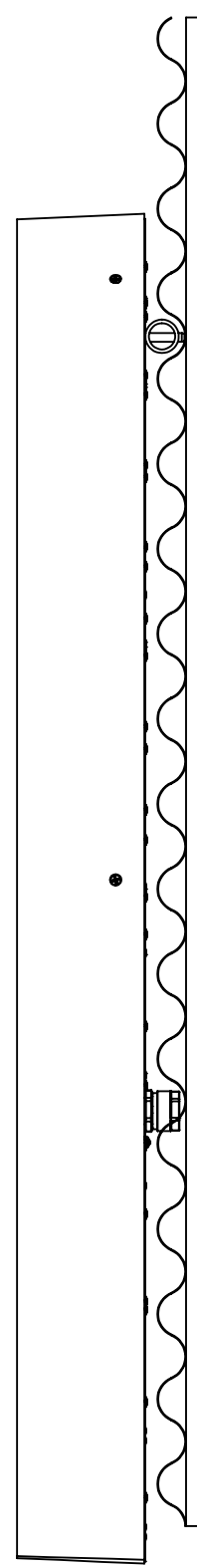
CONDUIT 3/4" per NEC Annex C Tables
from panelboard to junction box

INSTALLATION INSTRUCTIONS FOR MOUNTING TO BRICK OR SPLIT ROCK:

1. REMOVE FACE BY REMOVING (17) #8 PHILLIPS FLAT HEAD SCREWS AROUND PERIMETER OF FACE. UNSCREW RUBBER SWITCH BOOT. PULL OFF OF BACK BEING CAREFUL OF SWITCH HOLE
2. DETERMINE LOCATION OF ARCH, ENSURE THAT IT IS LEVEL.
3. DRILL AN 1/8" DIA. PILOT HOLE AND ADJUST SIZE ACCORDINGLY FOR THE APPROPRIATE ANCHOR REQUIRED. ARCH WILL SECURE WITH 3/8" THREADED STUDS. ENSURE AT LEAST 1" MIN EMBEDMENT OF THE ROD INTO THE WALL. (6" THREADED STUDS SHOULD BE USED FOR TOP MOUNTING HOLES IF 1" EMBEDMENT IS NOT ACHIEVED.)
4. DRILL A CLEARANCE HOLE FOR THE ARCH CABLE CONDUIT AND FITTING.
5. ATTACH THE THREADED RODS THROUGH THE METAL BACK AS SHOWN IN DETAIL A.
6. ENSURE PRIMARY POWER IS OFF AND DISCONNECT SWITCH IS IN OFF POSITION.
7. RUN CONDUIT AND WIRE FROM ARCH BACK THROUGH THE WALL.
8. CONNECT WIRES TO PRIMARY POWER SO AS TO MEET ALL ELECTRICAL CODES. BLACK TO BLACK, WHITE TO WHITE, AND GREEN TO GREEN. ENSURE DISCONNECT SWITCH IS IN OFF POSITION.
9. ATTACH FACE TO BACK ((17) LOCATIONS) USING HARDWARE REMOVED FROM STEP 1 AND BEING CAREFUL OF SWITCH HOLE. REPLACE RUBBER SWITCH BOOT.
10. TURN PRIMARY POWER ON, AND MOVE THE DISCONNECT SWITCH TO THE ON POSITION. TEST LIGHT. TAKE PHOTOS.
11. CLEAR DUST FROM HOLES IN THE WALL. INSERT CONSTRUCTION MASONRY ADHESIVE INTO THE HOLES IN WALL.
12. SILICONE ALL WALL PENETRATIONS.
13. MOUNT SIGN TO WALL BY SLOWLY PUSHING THE THREADED RODS INTO THE HOLES FILLED WITH CONSTRUCTION MASONRY ADHESIVE.
14. ENSURE THAT THE BACKER IS FLAT AGAINST THE WALL AND THAT THERE ISN'T ANY FLEXING IN THE BACKER
15. ENSURE BACKER AND FACE ARE TIGHTLY SEALED TOGETHER.
16. ENSURE NO LIGHT LEAKS EXIST AROUND THE PERIMETER OF THE SIGN.



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- (7) 3/8" X 4" SS LAG BOLT
- (7) 3/8" SS LOCK WASHER
- (7) 3/8" SS FLAT WASHER
- (7) .125"X 1" O.D., 3" GALVANIZED TUBE
(IN OPTIONAL CORRUGATE KIT HM071220S)

MOUNTING IF CORRUGATE IS PRESENT:

1. FOLLOW INSTRUCTIONS FOR MOUNTING, WIRING AND SEALING TO A GIVEN SUBSTRATE BEHIND CORRUGATE ON SHEET 1 OR SHEET 2, IN ADDITION TO THE FOLLOWING INSTRUCTIONS.
2. USE SUPPLIED 1" O.D. X 3" LENGTH TUBES TO FIT IN THE VALLEYS OF THE CORRUGATE AS SHOWN.
3. USE 1 RUBBER GASKET PER TUBE. CUT SLITS IN THE GASKET AND SANDWICH THE SUPPLIED TUBES BETWEEN THE GASKETS AND THE PLATES.
4. IF NON-WOOD MATERIAL IS PRESENT BEHIND CORRUGATE, USE LAG SHIELDS WITH EACH LAG SCREW.
5. COAT HOLES AND FASTENERS WITH CLEAR SILICONE.

UNLESS OTHERWISE SPECIFIED:
 DIMENSIONS ARE IN INCHES
 TOLERANCES:
 FRACTIONAL ± 1/8
 .X = ± .06
 .XXX = ± .015
 MACHINED ± .5

.XX = ± .03
 .XXXX = REAM
 BEND ± 1

ANGULAR:

DO NOT SCALE DRAWING

	NAME	DATE
DRAWN	JAS	3/1/2017
CHECKED		
DESIGNED	JAS	3/1/2017

PROPRIETARY AND CONFIDENTIAL
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PRODUCT: MCDONALD'S NG INTERNAL POWER SUPPLY 42" ARCH		
TITLE: INSTALL, MCD 42" ARCH, INT PS APPROXIMATE SIGN WEIGHT: 26 LBS		
SIZE B	DWG. NO. IN456200S	REV E
SCALE: 1:6		SHEET 4 OF 4



Menswear

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Shoes

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Menswear

PORTABELLA

Shoes

STOP I.D.# 14907

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PORTABELLA Shoes

Menswear

SPACE AVAILABLE



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1696

Black
vents

717 14907



Menswear **PORTABELLA** Shoes

SEPTA
4th-Walnut
9
21
42
Penn's Landing
Penn's Landing
STOP I.D. #14907

SEPTA
9 | 21 | 42
STOP # 14907

JERSEY BOYS
The story of Frankie Valli & The Four Seasons
JERSEY BOYS
Book by MARSHALL BRICKMAN and BOB MERZ
Music by BOB MERZ
Lyrics by BOB MERZ
Music and Lyrics Adapted by CHRIS YOUNG
Directed and Choreographed by MICHAEL STAFFORD
OCTOBER 1 - NOVEMBER 3
TO BUY TICKETS VISIT WalnutStreetTheatre.org
or call 215-574-3550
AMERICA'S OLDEST THEATRE - PHILADELPHIA'S MOST POPULAR THEATRE COMPANY
WALNUT STREET THEATRE
FOUNDED 1888 823 WALNUT STREET • PHILADELPHIA, PA 19107





















WEEKEND MENU
DULCE DE LECHE FRAPPÉ

NO FEEDING
NO FEEDING FROM
WHEELCHAIRS OR
CRUICKS
← →

ACM

