



October 31st, 2016

RE: Support for appeal:
Signage Proposal for Alden Park
East Falls, Philadelphia.
AP# 716891

To Whom It May Concern
Philadelphia Zoning Board of Adjustment
18th Floor, 1515 Arch Street
Philadelphia, PA 19102

Dear Zoning Board of Adjustment members:

The members of the Zoning and Land Use Committee of the East Falls Community Council (EFCC), acting for the EFCC as a Registered Community Organization for East Falls, met with representatives of Alden Park, located at 2967 West School House Lane Philadelphia PA 19129, regarding their proposed signage at our zoning committee meeting on October 19th, 2016.

Our understanding is that Alden Parks' refusals included exceeding the allowable total signage area and encroaching on the minimum setback requirements.

We believe their plan includes well designed and high quality signage and appreciated the subtle approach to lighting they've proposed as well as their efforts to match the existing stone walls in the design.

The developers were also responsive to the requests and ideas of the neighbors. Specifically, the initial version of the signage included inaccurate information about the location of Alden Park. In their subsequent signage proposal they removed the inaccurate information entirely.

We fully support Alden Parks' requested variance for their signage as proposed and memorialized on the following page (updated version of the signage design received on 10/31/16) . We are unable to lend this support if the words on the signage change or revert back to their initial proposal.

If the applicant feels a need to make additional changes to the signs we would be pleased to review them however this letter of support will only apply to the version described by the attached.

Sincerely,

A handwritten signature in black ink on a light-colored background. The signature reads "Michelle L K" in a cursive script.

Michelle Kleschick
Secretary,
East Falls Community Council, Zoning Committee
(Registered Community Organization)

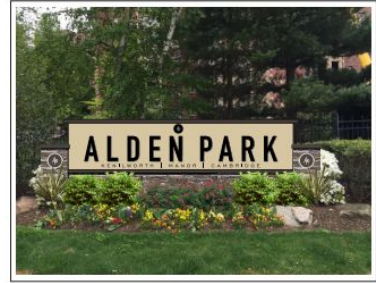
cc: Tom Chapman, Blank Rome and representative of applicant, Josh Cohen staffer to Councilman Curtis Jones, Tanya Sunkett for ZBA, Matt Wysong, Bill Epstein EFCC president, EFCC Zoning Committee members.

OPTION B

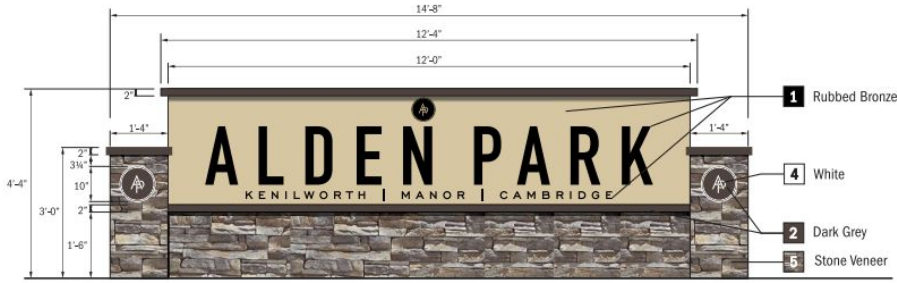


PLAN DETAIL
SCALE: 1/2" = 1'

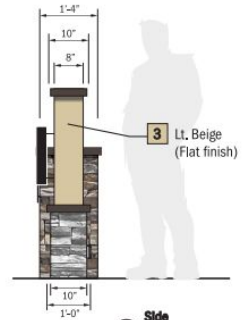
COLOR KEY	
1	Rubbed Bronze
2	Dark Grey
3	Lt. Beige (Flat finish)
4	White
5	Stone Veneer
SEE APPROVED SAMPLE	



ELEVATION VIEW
SCALE: NTS



Front ELEVATION DETAIL A
SCALE: 1/2" = 1'



Side ELEVATION DETAIL
SCALE: 1/2" = 1'