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DATE OF MAILING: April 19, 2018

SENT BY FIRST CLASS MAIL AND EMAIL

EMAIL Debbie@rrhc.com

Debra A. Shulski, Esquire
Riley Riper Hollin & Colagreco
717 Constitution Drive, Suite 201
Exton, PA 19431

**Re: Upper Merion Township Zoning Hearing Board
Application No. 2018-04
Applicant: J. Alexander's Restaurants, LLC
Property: 256/260 Mall Boulevard**

Dear Ms. Shulski:

This letter provides notice of the decision of the Upper Merion Township Zoning Hearing Board at the conclusion of the hearing on April 18, 2018.

The Zoning Hearing Board voted to grant a variance from section 165.168.B(1) *Business Signs* of the Upper Merion Zoning Ordinance of 1942, as amended, to permit two business signs on the southern and western facades of the principal building extending above the sign height line of the building by more than 24 inches in the GC District as shown on hearing Exhibits ZHB-3b (prepared by MC Sign Company, dated September 27, 2017, last revised March 9, 2018); ZHB-3d (prepared by MC Sign Company, dated December 19, 2017, last revised March 9, 2018); and ZHB-3g (prepared by MC Sign Company, dated February 23, 2017, last revised January 27, 2018), copies of which accompany this letter.

The proposed signs will be 2 feet 6 inches high and 25 feet 9 ¼ inches long on the western elevation, as shown on hearing Exhibit ZHB-3c (prepared by MC Sign Company, dated June 29, 2016, last revised December 26, 2017), a copy of which accompanies this letter; and 4 feet high and 25 feet 9 ¼ inches long on the southern elevation, as shown on hearing Exhibit ZHB-3e (prepared by MC Sign Company, dated June 29, 2016, last revised December 26, 2017), a copy of which accompanies this letter.

The signs will have a maximum height of 21 feet 7 ½ inches on both the western and southern elevations, as shown on Exhibits ZHB-3b and ZHB 3d.

In addition to the restrictions described above, the approval is also conditioned upon the following:

1. the signs shall not be animated or moving and shall not change colors; and
2. the signs shall be turned off 1 hour after the restaurant closes.

Because this application was granted and not contested, the Zoning Hearing Board will not issue a decision with findings of fact, conclusions of law, and reasons.

This notice of decision is subject to a 30-day appeal period beginning on the date of entry (mailing) of this letter.

Very truly yours,

Marc D. Jonas

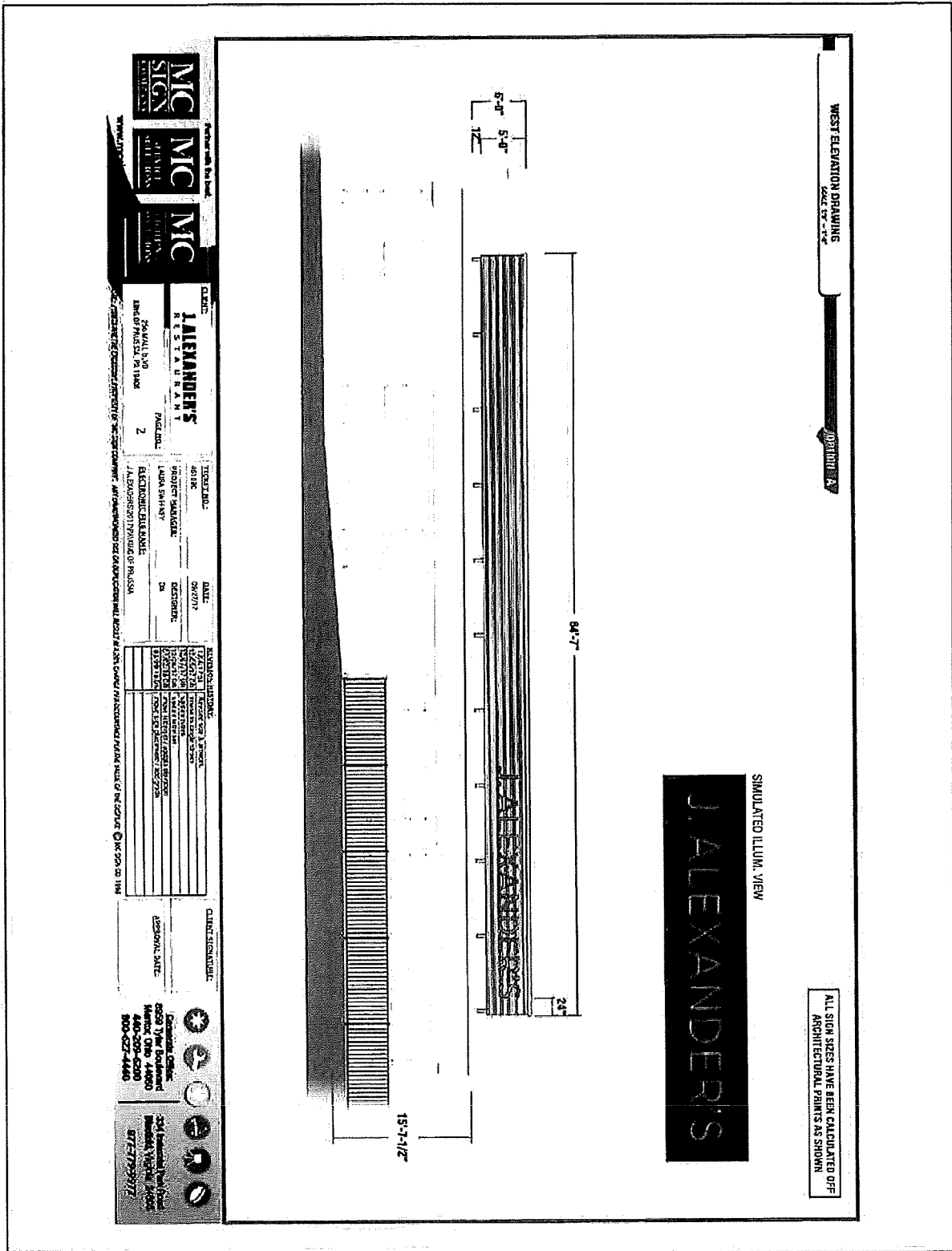
MDJ/mw

Enclosures:

1. Rendering titled "West Elevation Drawing," page no. 2, prepared by MC Sign Company, dated September 27, 2017, last revised March 9, 2018
2. Rendering titled "Faux Neon LED Lit Channel Letters," page no. 3, prepared by MC Sign Company, dated June 29, 2016, last revised December 26, 2017
3. Rendering titled "South Elevation Drawing," page no. 4, prepared by MC Sign Company, dated December 19, 2017, last revised March 9, 2018
4. Rendering titled "Faux Neon LED Lit Channel Letters," page no. 5, prepared by MC Sign Company, dated June 29, 2016, last revised December 26, 2017
5. Rendering titled "Site Plan," page no. 7 prepared by MC Sign Company, dated February 23, 2017, last revised January 27, 2018

3 | Page
April 19, 2018

cc: Mark Zadroga, Acting Director; Chief Building/Zoning Officer
Carole Kenney, Supervisor



WEST ELEVATION DRAWING
 J. ALEXANDER'S

SIMULATED LUMINA VIEW

J. ALEXANDER'S

ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

MC SIGN SYSTEMS

CLIENT:
J. ALEXANDER'S RESTAURANT
 2900 N. 19th Street
 Phoenix, AZ 85016

PROJECT MANAGER: LAURA SMITH
DATE: 04/17/18

ARCHITECT: J. ALEXANDER'S ARCHITECTURE
 2900 N. 19th Street
 Phoenix, AZ 85016

CLIENT SIGNAGE:
 2900 N. 19th Street
 Phoenix, AZ 85016

CONTACT:
 8599 New England
 Phoenix, AZ 85018
 480-509-6200
 800-627-4440

**324 Broadway, Suite 100
 Phoenix, AZ 85004
 602-739-9772**

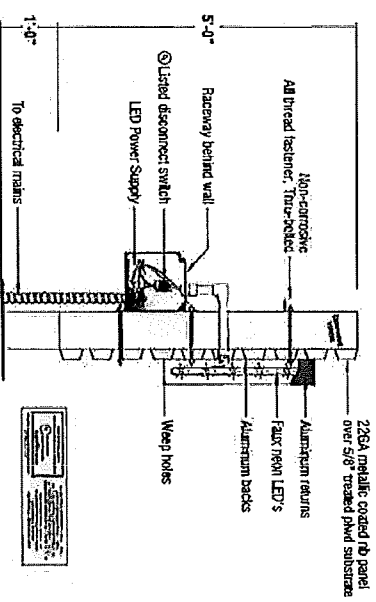
FAUX NEON LED LT CHANNEL LETTERS
 1/2" x 1/2" x 1/2"

4-3/8"
 Line Stroke

25'-4-3/4"

ALEXANDER'S

- RETURNS:** 5" deep .050 aluminum - Painted inside & out Red
- BACKS:** .063 aluminum - Painted inside & out Red
- ILLUM.:** Single Stroke 4200K White LED Faux Neon
- INSTALL:** Letters to be thru bolted to decorative screen using min. 3/8" all thread fasteners; raceways bolted to decorative screen to house power supplies, painted SW 7046 Anonymous
- QUANTITY:** (1) One channel letterset required West elevation



CLIENT INFORMATION

COMPANY: **ALEXANDER'S RESTAURANT**

ADDRESS: 22 JAMES ST. NEW YORK, NY 10038

CONTACT: JAMES ALEXANDER

PROJECT INFORMATION

DESCRIPTION	DATE
DESIGN	04/18/18
PERMIT	04/18/18
INSTALL	04/19/18

CLIENT SIGNATURE

Signature: _____

DATE: _____

800-527-4448

314-527-4448

SOUTH ELEVATION DRAWING
SCALE: 1/8" = 1'-0"

BOSTON, MA

J. ALEXANDER'S

24'

66'-2"

8'-0" 5'-0" 1'-2"

19'-7"

15'-2-1/2"

MALL BLVD

J. ALEXANDER'S

SIMULATED ILLUM. VIEW

ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

MC SIGN SYSTEMS

MC SIGN SYSTEMS

MC SIGN SYSTEMS

CLIENT:
J. ALEXANDER'S
 254 N. BAY ST.
 PHILADELPHIA, PA 19106

PROJECT MANAGER:
 J. ALEXANDER'S SIGNAGE & GRAPHICS

DATE:
 07/19/17

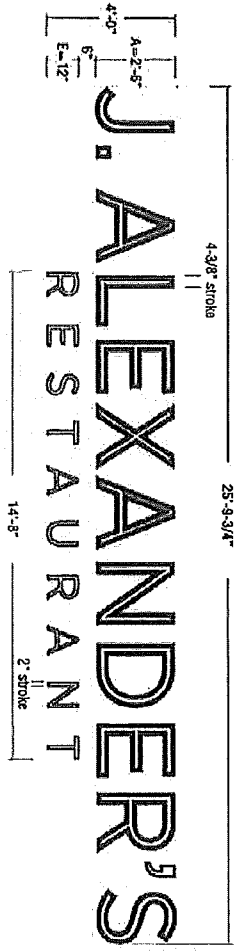
DESIGNER:
 J. ALEXANDER'S SIGNAGE & GRAPHICS

APPROVAL DATE:

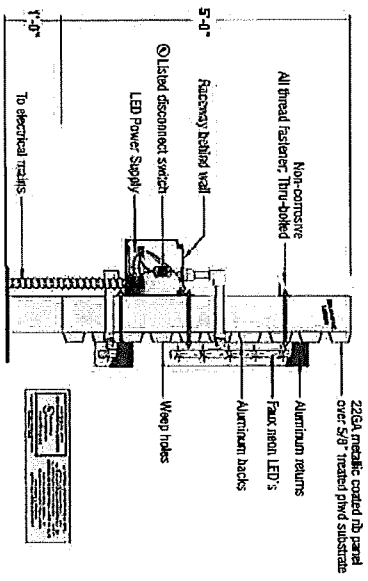
254 N. BAY ST.
 PHILADELPHIA, PA 19106
 800-427-4440

254 N. BAY ST.
 PHILADELPHIA, PA 19106
 877-773-9177

FAUX NEON LED LIT CHANNEL LETTERS



- RETURNS:** 5" deep .050 aluminum - Painted inside & out Red
- BACKS:** .063 aluminum - Painted inside & out Red
- ILLUM.:** Single Stroke 4200K White LED Faux Neon
- INSTALL:** Letters to be thru bolted to decorative screen using min. 3/8" all thread fasteners; raceways bolted a decorative screen to house power supplies, painted SW 7046 Anonymous
- QUANTITY:** (1) One channel letterset required South elevation



<p>J. ALEXANDER'S RESTAURANT</p> <p>24101 N.W. 5th Ave Miami, FL 33187</p>					
PROJECT NO:	46350	DATE:	01/27/18	DESIGNER:	MC SIGN
CLIENT:	J. ALEXANDER'S RESTAURANT	INSTALLER:	MC SIGN	PROJECT NO:	46350
LAB. SHEET:	01	DATE:	01/27/18	PROJECT NO:	46350
ELECTRICAL SYMBOLS:	SEE ELECTRICAL SYMBOLS	PROJECT NO:	46350	PROJECT NO:	46350
<p>220V metallic coated (to paint over 5/8" threaded pipe substrate)</p>					
<p>Aluminum returns</p>					
<p>Faux neon LED's</p>					
<p>Aluminum backs</p>					
<p>Weep holes</p>					
<p>Raceway bolted wall</p>					
<p>LED disconnected switch</p>					
<p>LED Power Supply</p>					
<p>All thread fasteners, thru-bolted</p>					
<p>Non-convex</p>					
<p>5'-0"</p>					
<p>1'-0"</p>					
<p>To electrical trails</p>					



8551 Pine Road
 Miami, FL 33150
 440-275-8270
 800-877-4440

361 Highway 190
 Ft. Lauderdale, FL 33309
 954-777-1977

