



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

BILL NO. 070274

Introduced April 12, 2007

Councilmember Clarke

**Referred to the
Committee on Streets and Services**

AN ORDINANCE

Authorizing Beech Interplex, Inc., owner of the property located on the southwest corner of 15th Street and Cecil B. Moore Avenue, to install signs on the building located on such property, for purposes of building identification, news broadcasts, entertainment and public service announcements, under certain terms and conditions.

WHEREAS, Beech Interplex, Inc. owns the property located on the southwest corner of 15th Street and Cecil B. Moore Avenue; and

WHEREAS, Beech Interplex, Inc. has requested permission to install signs for purposes of building identification, news broadcasts, entertainment and public service announcements on the building located on such property; now, therefore

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Beech Interplex, Inc., owner of the property located on the southwest corner of 15th street and Cecil B. Moore Avenue, is hereby authorized to install signs on the building located on such property as follows:

A building identification sign, consisting of seventeen (17) individually mounted internally illuminated letters no more than eighteen (18) inches in height; lighting shall not glare directly toward the public right-of-way.

An informational sign for the purpose of providing news broadcasts, entertainment and public service announcements, consisting of monochromatic light-emitting diode (LED) moving letters. This sign shall be no more than twenty-four (24) inches in height and no more than twenty-six (26) feet in length on each of the two (2) building façades, with a total length not exceeding fifty-two (52) feet.

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Entertainment signs consisting of no more than three (3) internally illuminated flat wall signs with fully translucent faces and graphics to be located on the upper stories of the building, mounted no lower than fifteen (15) feet above the sidewalk. No individual sign shall exceed forty-eight (48) square feet in area, and lighting shall not glare directly toward the public right-of-way.

Prior to exercising any rights or privileges under this Ordinance, Beech Interplex, Inc. must first obtain or have its contractor(s) obtain all required permits, licenses and approvals from all appropriate departments, boards, agencies or commissions. No such department, board, agency or commission shall be required to issue any such permit, license or approval solely because this Ordinance has been enacted. All signage shall be installed securely and anchored in accordance with all applicable codes.

SECTION 2. This Ordinance shall not become effective unless the sum of two hundred dollars (\$200.00), toward costs thereof, is paid into the City Treasury within sixty (60) days after the date this Ordinance becomes law.