



City of Philadelphia

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

BILL NO. 250175

Introduced March 6, 2025

Councilmember Gauthier

**Referred to the
Committee on Rules**

AN ORDINANCE

Amending Chapter 14-516 of The Philadelphia Code, entitled “/WST, West Overlay District,” by providing for new digital sign controls; all under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Title 14 of The Philadelphia Code is hereby amended to read as follows:

TITLE 14. ZONING AND PLANNING.

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CHAPTER 14-516. /WST, West Overlay District.

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14-516(d). Signs.

(.1) Notwithstanding the provisions of § 14-904 (Accessory Sign Controls), for lots zoned CMX-5 located in the area bounded by 30th Street, Market Street, 31st Street (extended), and John F. Kennedy Boulevard, accessory digital display wall, projecting, and marquee signs shall be allowed, provided:

(.a) The sign face shall not extend higher than the height of the building facade to which the sign is attached.

(.b) Signs shall be located only on one facade of the building.

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(.2) Notwithstanding the provisions of § 14-904 (Accessory Sign Controls), and incorporating Section 516(d)(.1) above, the following provisions apply to the east side of John F. Kennedy Boulevard between the south side of John F. Kennedy Boulevard and north side of Market Street, and the north side of Market Street from John F. Kennedy Boulevard to a point 179.50 feet east of the east side of John F. Kennedy Boulevard, provided:

(.a) Vertical dimension of any digital display accessory sign shall not exceed 5 feet of active display area, and the top of the sign shall not exceed a height of 50 feet measured from average ground elevation.

(.b) The maximum area of digital display accessory signs on each applicable street frontage shall not exceed 5 square feet for each 1 linear foot of lot line street frontage.

(.c) The number of digital signs shall be limited to 3 accessory wall signs.

(.d) Total digital sign street frontage shall not exceed 100 feet on the western lot line frontage, and 150 feet on the southern lot line frontage.

(.e) Hours of display are limited to 6:00 AM and 12:00 AM.

(.f) Primary illumination of the digital display accessory signs shall be internal and shall use ambient light sensors to automatically reduce the intensity of the illumination during periods of darkness.

(.g) Accessory digital display signs shall be made available to display time, date, temperature, weather, and similar information; and public service announcements, and messages as the National Amber Alert System.

SECTION 2. This Ordinance shall take effect immediately.

Explanation:

[Brackets] indicate matter deleted.

Italics indicate new matter added.