



City of Philadelphia

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

BILL NO. 010528

Introduced September 6, 2001

**Councilmembers DiCicco, Reynolds Brown, Mariano, Longstreth, Kenney,
Krajewski, Rizzo, O'Neill and Blackwell**

**Referred to the
Committee on Rules**

AN ORDINANCE

Amending The Philadelphia Code by adding a new Section 14-1905, entitled "Wall Wrap Displays," by amending Section 9-602, entitled "Outdoor Advertising," and by making conforming changes, all to permit and regulate the installation and maintenance of wall wrap displays, under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Chapter 14-1900 of The Philadelphia Code is amended to read as follows:

CHAPTER 14-1900. SIGNS

§14-1901. Definitions.

(1) In this Chapter the following definitions apply:

(a) **Sign.** Any structure or device, whether or not attached to a building, which is primarily calculated to advertise and communicate, including ground signs, illuminated signs, projecting signs, swinging signs, temporary signs, and wall signs, but excluding:

* * *

City of Philadelphia

BILL NO. 010528 continued

(.5) Wall wrap displays.

* * *

(i) Wall wrap displays. Fabric material secured to the external wall or walls of a building, primarily calculated to advertise, to communicate or to display information or art.

* * *

§14-1905. Wall wrap displays.

(1) Notwithstanding and without regard to any other provision of this Title, including Section 14-1604, relating to Outdoor Advertising and Non-Accessory Advertising Controls, 14-1604.1, relating to Special Sign Controls for Area Surrounding the Vine Street Parkway and Benjamin Franklin Bridge Approach, Section 14-2007, relating to Historic Buildings, Structures, Sites, Objects and Districts, and any special district or area controls, zoning overlays or sign regulations, wall wrap displays shall be a permitted use in any district other than a Residential District subject to Chapter 14-200; provided, however, that the use registration permit requirements set forth in Section 14-1702(5) shall continue to apply.

(a) Changes only to the copy or content of the wall wrap display shall not require a new use registration permit.

(b) A zoning permit issued under this Section shall supersede any requirement of approval by the Fairmount Park Commission under Title 15.

(c) External illumination of wall wrap displays shall be permitted, provided that the lighting is focused on the display and is in compliance with all provisions of Title 4.

SECTION 2. Section 9-602 of The Philadelphia Code is amended to read as follows:

§9-602. Outdoor Advertising.

City of Philadelphia

BILL NO. 010528 continued

* * *

(2) Definitions. In this Section the following definitions apply:

* * *

(f) Sign. A name, identification, description, emblem, display, or device which is affixed to, or printed on, or represented directly or indirectly upon a building, structure, or parcel of land; which is illuminated or non-illuminated; visible or intended to be visible from any public place; and, which directs attention to a person, place, product, institution, business, organization, activity or service. Signs also include any permanently installed or situate merchandise, including any banner, pennant, placard or temporary sign, with the exception of window displays and national flags. *For purposes of this Section 9-602 only, sign shall also include a wall wrap display as defined in Section 14-1901.*

* * *

(4) Licenses for Industrial Signs. No license shall be issued unless:

* * *

(b) The Department finds that the Outdoor advertising signs and their sign support structures which are proposed to be erected or which are erected or maintained are to be, or have been constructed in conformity with all codes and that all proper permits have been secured, *including, for wall wrap displays, a building permit pursuant to Section A-301.1.1, for purposes of which a wall wrap display shall be considered a structure;*

(.1) In addition to the requirements of Title 4, no person shall be issued a building permit for a wall wrap display unless the applicant submits a structural engineering analysis performed, signed and sealed by a professional engineer who is licensed in the Commonwealth of Pennsylvania. The analysis must investigate and report on the structural integrity of the building facade or wall onto which the display will be installed. It must also address any remediation or renovation that must be performed

City of Philadelphia

BILL NO. 010528 continued

with respect to the building or facade to ensure that the display will be safely and soundly fastened and secured to the building, as well as certify that once the display is fastened and secured it can safely and securely remain in place for the duration of time that the display will be fastened and secured to the wall, which shall not exceed one year without a subsequent structural engineering analysis.

* * *

Explanation:

Italics indicate new matter added.