

City of Philadelphia



(Bill No. 120430-A)

AN ORDINANCE

Amending Title 14 of The Philadelphia Code, entitled “Zoning and Planning,” by providing for revised sign controls and making technical changes, all under certain terms and conditions.

WHEREAS, the Council wishes to update the City’s regulation of signs; and

WHEREAS, the Council intends to address the regulation of non-accessory signs shortly, in subsequent legislation;

NOW, therefore,

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Title 14 of The Philadelphia Code, as amended by Bill No. 110845 (approved Dec. 22, 2011) and thereafter, is amended to read as follows:

CHAPTER 14-200. DEFINITIONS.

* * *

§14-202. Rules of Measurement.

* * *

(9.1) Lot Frontage in Calculating Sign Size. If a lot fronts on two streets, the sign area for each street shall be computed separately. Unless otherwise provided by this Zoning Code, the area of signage allowed for each lot frontage shall not be combined and placed on a single frontage to determine the permitted size of signs. For example, a corner lot with 200 ft. of frontage on Street A and 100 ft. of frontage on Street B is not deemed to have 300 ft. of lot frontage on either one street.

* * *

(15.1) Second Floor Window Sill. This measurement shall be based on the second story of a building that is fully above grade plane, not measured as including basement, cellar, or other space below grade plane.

* * *

(19) Sign Area. [The area of a sign shall include any lettering, copy, or illustrations and any background created so as to distinguish the sign or the message contained therein

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from the building or structure upon which the sign is located, provided that, the sign area of a freestanding sign shall include all elements of the sign structure, except any supporting columns, uprights, or braces.] *Sign area shall be measured as follows:*

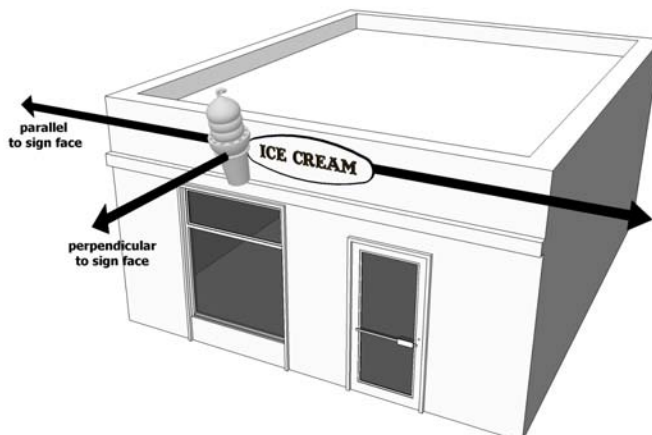
(a) Generally. *The area of a sign shall be measured by determining a minimum imaginary rectangle parallel to the plane of view that completely encloses any lettering, copy, or illustrations and any background created so as to distinguish the sign or the message contained therein from the building, structure, marquee, awning, or canopy upon which the sign is located, provided that, the sign area of a free-standing sign shall include all elements of the sign structure, except any supporting columns, uprights, or braces. Each face of a sign shall be counted toward the maximum permitted sign area. Embellishments and sign aprons shall be excluded from the measurement of sign area.*

(b) Three-Dimensional or Irregularly-Shaped Signs.

(.1) Three-dimensional or irregularly-shaped signs shall be measured by determining the surface area of the face of a minimum imaginary rectangle parallel to the plane of view that completely encloses all of the extremities of the largest side of the sign, excluding its supports. The rectangle shall enclose the extreme limits of each word and written representation, including any series of letters, emblems or figures of similar character, including all frames, face plates, nonstructural trim or other component parts not otherwise used for support.

(.2) If elements of a sign are movable or flexible, such as a flag or a string of lights, the measurement is taken when the elements are fully extended and parallel to the plane of view.

(c) Embellished Area. *The area of an embellishment is computed as the area of the minimum imaginary rectangle parallel to the plane of view that completely encloses the embellishment.*



Parallel and Perpendicular Planes of View

(19.1) Sign Area, Maximum. *The total amount of sign area permitted on a lot.*

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(19.2) Sign Height. *The vertical distance from the average ground level at the base of the sign to the top of the sign.*

(19.3) Spacing, Non-Accessory Sign. *The spacing between sign structures shall be measured as a straight-line distance between the edges of each sign face closest to each other.*

* * *

§14-203. Definitions.

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(81.1) Customary Maintenance. *For accessory signs, customary maintenance shall mean all manner of maintenance, repair, or component replacement of a legally permitted or lawful sign that is done to keep the structure and its various components in good repair. This definition applies to all parts of a sign, including the supporting structure, walkways, sign face, and all other component parts, except the foundation. An increase in height, a change in dimension or location, replacement of the foundation, or the addition of lighting or digital display does not constitute customary maintenance.*

* * *

(94.1) Digital Display. *A sign that uses light emitting diodes (LEDs), charge coupled devices (CCDs), plasma or functionally equivalent technologies to display a series of still images or full motion, usually remotely programmable and changeable.*

* * *

(108.1) Embellishment. *Any area of an advertising design that extends at an angle from the parallel plane of view of any two-dimensional sign.*

* * *

(168.1) Logo. *Any distinctive brand, name, symbol, letters, characters or design that is, through trademark status or consistent usage, the customary identification for a particular business, institution, activity, place, person, product or service.*

* * *

(276) Sign. A name, identification, description, emblem, device, or structure that is affixed to, printed on, *projected*, or represented directly or indirectly upon a building, structure, or parcel of [land; that is illuminated or non-illuminated; visible or intended to be visible from any public place;] *land* and that directs attention to a person, place, product, institution, business, organization, activity, or service. Signs shall also include [any permanently installed or situated merchandise, including] any banner, pennant, placard, *window sign*, or temporary sign, *that directs attention to a person, place, product, institution, business, organization, activity, or service*, with the exception of [window displays and] national flags.

(277) [Sign, Animated or Flashing.] Reserved. [A sign with action or motion, flashing color changes, or upon which illumination is not maintained at a constant

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stationary intensity or color, not including wind activated elements such as flags and banners, nor a sign giving only time or temperature.]

(278) Sign, Accessory. A sign [containing copy] that directs attention to information, identification, or advertisements strictly incidental to a lawful use of the premises on which the sign is located. This includes signs or devices indicating the business transacted, services rendered, goods sold or produced on the premises, and name or emblem of the person, firm, institution, organization, or activity occupying the premises.

(279) [Sign, Awning. An accessory sign attached to or integrated into awning or canopy, but excluding a sign not exceeding one sq. ft. in size attached to or integrated into the underside of the awning or canopy identifying the manufacturer of the awning or canopy.] *Reserved.*

(280) Sign, Building [Logo] Identification. [An accessory] A sign containing copy limited to [an identification of the building on which the sign is located, including corporate logos, building names, company names, or addresses.] *the logo, name, address, or number of a building, institution, or person.*

(280.1) Sign, Cabinet. *A sign that has a face which is enclosed, bordered, or contained within a box-like structure, frame, or other device.*



Cabinet Sign

(281) Sign, Commercial. A sign, *accessory or non-accessory*, containing copy [limited to a message] that relates primarily to the economic interests of the *property owner, sign owner, [publisher]* or its audience or directs attention to a business, industry, profession or commodity, product, or service offered for sale.

(282) Sign, Directional. A sign *that is not erected by a government entity* containing copy *primarily* limited to a message that [primarily] directs pedestrian or vehicular traffic to a point of destination *on the same property, development, or campus.*

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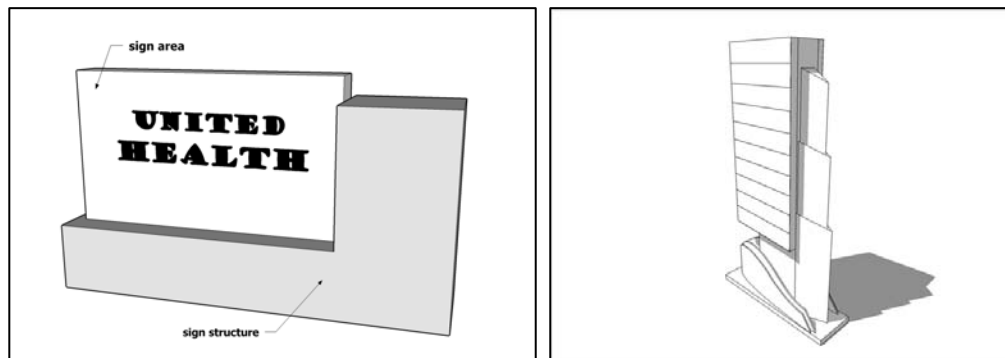
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Directional Sign

(283) Sign, [Free-Standing] Freestanding.

Any sign that is supported by a structure of one or more columns, uprights, or braces erected in or upon the ground, *or affixed to outdoor business equipment or fixtures. Freestanding signs include monument signs, pylon signs, pole signs, and A-frame signs.*



Freestanding sign types include monument and pylon

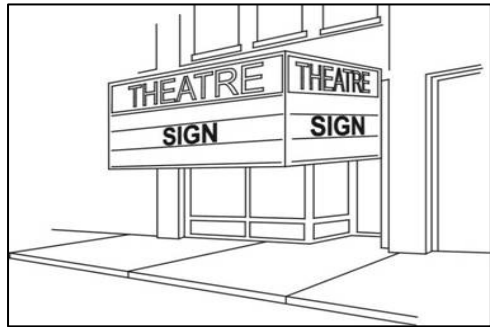
[(284) Sign, Highway Directional. An official highway directional sign or other official sign authorized by a city, state, or federal agency.]

(284) Sign, Marquee. A sign attached to or integrated into a marquee, which is an overhanging, substantially horizontal structure of permanent construction attached to a building, whether or not supported by the ground or sidewalk, that projects more than 18 in. over a sidewalk or other right-of-way, but not including balconies or bay windows. The sign may be located on the face, top, or underside of the marquee.

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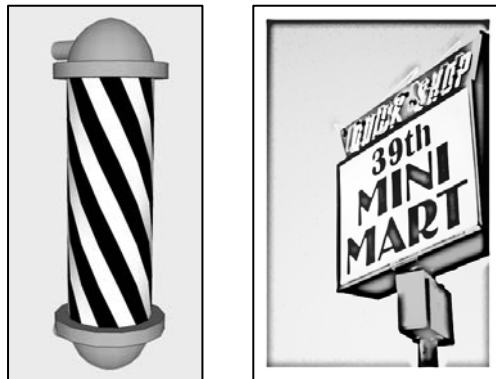
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Marquee Sign

(284.1) Sign, Mechanical Movement. A sign having a part or parts that physically move rather than merely appearing to move or merely having changing displays, as might be found in a digital or animated illumination sign. The physical movement may be activated electronically or from another power source, but shall not include wind-activated movement such as used for banners or flags.



Mechanical Movement Signs

(285) Sign, Non-Accessory [(Outdoor Advertising)]. A [commercial] sign that is not an accessory sign.

(286) Sign, Non-Commercial. A sign [other than] *that is not* a commercial sign.

(287) [Sign, On-Premise. See §14-203(278) (Sign, Accessory).] *Reserved.*

(288) [Sign, Portable. A sign designed, constructed, and intended to be moved from one location to another, on wheels or otherwise, and not affixed to a structure or the ground, but not including a sign affixed to an operating and currently registered motor vehicle.] *Reserved.*

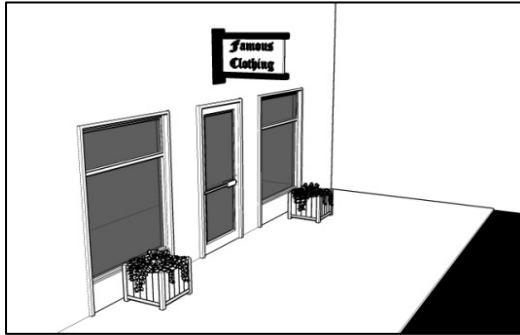
(289) Sign, Projecting. A sign that *is in any manner affixed to, printed, or painted on any exterior wall of a building or structure such that the sign extends more than 12 in.*

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from the *face of the building or structure to which it is attached*. A sign that is attached to or integrated into the side panel of an awning or canopy shall be considered a projecting sign. [wall, that uses a building or structure wall as its main source of support, and whose copy is other than parallel to the building facing.]



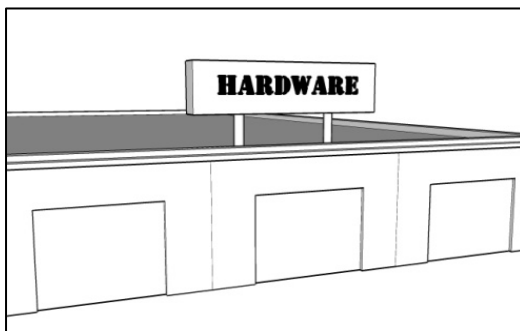
Projecting Sign

(290) **[Sign, Public Service.** A sign that gives public service information such as time, date, temperature, weather, or similar information.] **Reserved.**

(291) **Sign, Real Estate.** A *type of temporary sign* that advertises the property upon which the sign is located as vacant, for sale, for rent, *sold* or otherwise available for disposition.

(292) **[Sign, Revolving.** A sign, any portion of which rotates.] **Reserved.**

(293) **Sign, Roof.** A sign erected upon *and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the roof*. [or above a roof or parapet wall of a building and that is supported by that building.]



Roof Sign

(294) **Sign, Temporary.** Any sign, *not including a window sign, temporarily affixed to or projected onto a structure or placed on the property and* [which is constructed of cloth, cardboard, or any materials other than glass, wood, or metal intended to be]

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displayed for up to *six months, or up to one year in the case of real estate signs.* [, including banners, pennants, advertising flags, and poster placards, but excluding political banners and banners informing the public of money-raising campaigns for charitable purposes.]

(295) Sign, Wall. A sign, *not including a window sign*, that is in any manner affixed to, printed, *projected*, or painted on any exterior wall of a building or structure *such that the sign extends forward of that wall by 12 in. or less; or a sign attached to or integrated into the front or sloped panel of an awning or canopy.* Wall signs include a sign that extends by 12 in. or less from the wall of a bay window parallel to the building façade. [, and that projects no more than 12 in. from the building or structure wall, and that does not extend above the parapet eaves or building facade; provided, the copy area of such signs remains parallel to the building facing on which it is located; and further provided, that signs erected upon and not extending more than three ft. above the roof or top of a marquee, canopy, or architectural projection shall be considered a wall sign.]



Wall signs

* * *

(295.1) Sign, Window. Any sign, including a decal, that is attached to, affixed to, etched into, leaning against, or otherwise placed within 18 in. of a street-facing window, door, or other aperture in a manner so that the sign message is visible from the outside of the building.

* * *

(296.1) Sign Apron

The trim or panel area beneath the bottom molding of the front of a non-accessory sign, which may contain the name of the sign owner and a sign identification number, but does not contain a sign message.

* * *

(296.2) Sign Illumination, Animated

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Illumination of part or all of a sign drawing attention to a sign through an internal or external light source or neon illumination that exhibits changing intensities or colors. Animated illumination includes a sign on which the only copy that changes is the electronic indication of time, temperature, stock market, or similar information. Animated illumination does not include digital displays or mechanical movement signs if the only mechanical movement in the sign relates to the movement of grids to produce programmable displays.



Animated Illumination

(296.3) Sign Illumination, Static

Illumination drawing attention to a sign through an internal or external light source or neon illumination that does not change intensities or colors. Static illumination does not include digital displays.

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CHAPTER 14-400 BASE ZONING DISTRICTS

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§14-404 SP-INS, Institutional (Special Purpose) District

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(7) Accessory Signs. [Accessory signs are permitted in accordance with the following limitations and conditions:

(a) For all permitted uses:

(.1) Permitted signs may be illuminated by interior lighting or lighting directed toward the signs that does not create glare upon the adjacent district. Flashing signs, animated signs, and signs with intermittent illumination are prohibited.

(.2) Signs that revolve are prohibited. Any revolving device that causes intermittent flashes of light to be projected is prohibited.

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(.3) Signs may be attached flat against the wall of the building or marquee, but may not project above the roof or wall coping, nor extend beyond the building or marquee walls.

(b) For uses in the office, retail sales, or commercial services use categories: Freestanding accessory signs are not permitted. Signs for such uses are subject to the sign area limitations that apply in the CMX-2 district.

(c) For uses other than those in the office, retail, and commercial services categories: each building is allowed to have one accessory sign, including a freestanding sign. Signs are not subject to sign area limitations.]

(a) Accessory signs in the SP-INS district shall comply with this §14-404(7) and applicable provisions of Chapter 14-900 (Signs).

(b) Signs accessory to office, retail sales, or commercial services uses in the SP-INS district shall comply with the CMX-2 sign controls set forth in §14-904(2) (Controls Applicable to Specific Zoning Districts and Defined Areas).

(c) Signs accessory to uses other than office, retail sales, and commercial services shall be permitted in accordance with the following limitations and conditions:

(.1) Only wall, marquee, and freestanding signs are permitted. Signs shall not extend over a public right-of-way.

(.2) Sign area of any sign shall not exceed 64 sq. ft.

(.3) Non-commercial directional signs for pedestrians or automobiles shall be exempt from subsections (.1) and (.2), above, provided each individual sign does not exceed a maximum sign area of 25 sq. ft. and does not exceed a maximum height of six ft. Logos are permitted on directional signs, provided they do not exceed 10% of the total sign area. Static illumination shall be permitted. Animated illumination and digital displays shall be prohibited.

* * *

§14-405 SP-ENT, Entertainment (Special Purpose) District

* * *

(8) Accessory Signs. [Signs are permitted in accordance with the following limitations and conditions:

(a) Each building in the SP-ENT district will be permitted to have signs identifying the name, use, or purpose of said building;

(b) Lots facing one street line will be permitted a total sign area of five sq. ft. for each lineal foot of street line;

(c) Lots facing more than one street line will be permitted a total sign area as follows:

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(.1) For a shorter street line frontage a sign area of two sq. ft. for each lineal foot of street line;

(.2) For a longer street line frontage a sign area of five sq. ft. for each lineal foot of street line. The total sign area on the longer street line frontage must be greater than the equivalent sign area permitted upon the shorter street line frontage;

(.3) Where a lot has two or more short or two or more long street line frontages, the provisions of §14-405(8)(c)(.1) and §14-405(8)(c)(.2) will apply to each street frontage;

(.a) The total sign area permitted in sub-paragraphs §14-405(8)(b) and §14-405(8)(c) may be cumulated;

(.b) Freestanding signs may not exceed 40 ft. in height, measured from the average level of ground of the lot to the top of said structure;

(.c) Signs may be animated or illuminated. Illumination must be focused upon the sign itself so as to prevent glare upon the surrounding area;

(.d) Signs with flashing or intermittent illumination may not be erected within 150 ft. of any Residential district, and they may not be oriented to face any Residential district within 300 ft. of the sign;

(.e) Any revolving device that causes intermittent flashes of light to be projected will be prohibited; and

(.f) Non-accessory or outdoor advertising signs are not permitted.

(.4) In addition to the permitted signs as set forth above, the following signs may also be permitted, provided the Art Commission has approved them:

(.a) One free-standing accessory sign, up to 40 ft. in height above the average street level on which it fronts, with no more than two sign faces of 1,200 sq. ft. each may be erected for each street frontage of the district. More than one sign may be erected along a single street frontage as long as the total number of signs does not exceed the number of signs permitted in the district;

(.b) Up to two roof signs, with a maximum of two sign faces of 300 sq. ft. or less in area are permitted. Such signs must be building identification and logo signs only. Within 2,000 ft. of the Delaware River, the top of each such sign may not extend more than 20 ft. above the roof level upon which it sits;

(.c) One additional freestanding sign is permitted for each 80,000 sq. ft. of District Area, provided such sign does not contain more than two sign faces with a total area of 300 sq. ft., exclusive of supporting structures, nor exceed 40 ft. in total height from grade level to the top of the sign; and

(.d) Signs permitted pursuant to the provisions of this subsection must comply with the following requirements:

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(i) The applicant shall provide the Art Commission with a copy of its application for a Zoning Permit, and all information that the Art Commission may deem necessary to carry out the review of the proposed sign, including but not limited to, architectural renderings or elevations; and

(ii) Upon receipt of an application and all other pertinent information for the erection of a sign, the Art Commission will review the sign application at its next scheduled meeting, after which the Art Commission will have 45 days to notify the applicant and the Commission, in writing, of its approval, disapproval, or tabling for additional information. If after 45 days the Art Commission has not transmitted notice of its action, its approval of the proposed sign will be presumed.]

(a) Accessory signs in the SP-ENT district shall comply with this §14-405(8) and applicable provisions of Chapter 14-900 (Signs).

(b) Accessory signs are permitted in accordance with the following limitations and conditions:

(.1) Each building in the SP-ENT district is permitted to have accessory signs, in accordance with Table 14-405-1, identifying the name, use, or purpose of said building.

(.2) In addition to the accessory signs permitted by §14-405(8)(b)(.1) above, the accessory signs in Table 14-405-2 are permitted, provided the Art Commission has approved them.

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Table 14-405-1: Permitted Accessory Signs

		Permitted Sign Types:
		Wall, Projecting, Marquee, Roof, and Freestanding (Standards shall apply to all of the permitted sign types in combination.)
Standards	<i>Maximum Number</i>	N/A
	<i>Maximum Area</i>	<i>Lots facing one street line: 5 sq. ft./lin. ft. of lot frontage</i> <i>Lots facing more than one street line: 2 sq. ft./lin. ft. of lot frontage on the short side, 5 sq. ft./lin. ft. on the long side.</i>
	<i>Maximum Height</i>	<i>Freestanding: 40 ft.</i> <i>All other signs: N/A</i>
Permitted Sign	<i>Static Illumination</i>	<i>Permitted</i>
	<i>Animated Illumination</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>
	<i>Digital Display</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>

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Table 14-405-2: Additional Permitted Accessory Signs with Art Commission Approval

		Permitted Sign Types:	
		Freestanding	Roof
Standards	<i>Maximum Number</i>	<i>One per lot frontage plus one per 80,000 sq. ft. of district area</i>	<i>Two per lot.</i>
	<i>Maximum Area</i>	<i>Per lot frontage: 1,200 sq. ft. per face, up to two faces per sign. Plus: Per 80,000 sq. ft. of District Area: 300 sq. ft. per face, up to two faces per sign.</i>	<i>300 sq. ft. per face, up to two faces per sign.</i>
	<i>Maximum Height</i>	<i>40 ft.</i>	<i>Within 2,000 ft. of the Delaware River: 20 ft. above the roof level upon which it sits. All other signs: N/A</i>
Permitted Sign Characteristics	<i>Static Illumination</i>	<i>Permitted</i>	<i>Permitted</i>
	<i>Animated Illumination</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>
	<i>Digital Display</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>	<i>Permitted, except within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign.</i>

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§14-406 SP-STA, Sports Stadium (Special Purpose) District

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(9) Accessory Signs.

[(a) A freestanding accessory advertising and/or public service sign of up to 35 ft. in height with no more than two sign faces of 250 sq. ft. each in area will be permitted for each building in the district;

(b) A freestanding accessory advertising and/or public service sign of up to 35 ft. in height, with up to two sign faces of 1,200 sq. ft. each may be erected for each street frontage of the district. More than one sign may be erected along a single street frontage

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as long as the total number of signs does not exceed the number of signs permitted in the district;

(c) Free-standing traffic directional signs will be permitted;

(d) Accessory advertising and/or public service wall signs will be permitted for each building provided the sign area does not exceed two sq. ft. for each linear foot of building width along a street frontage; and

(e) In the case of multiple street frontages, this sign area must be computed and based on only one street frontage.]

(a) Accessory signs in the SP-STA district shall comply with this §14-406(9) and applicable provisions of Chapter 14-900 (Signs).

(b) Accessory and public service signs are permitted as set forth in Table 14-406-1, below. For the purposes of this §14-406(9) (Accessory Signs), “public service sign” shall mean a sign that exclusively gives public service information such as time, date, temperature, weather, or similar information.

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Table 14-406-1: Permitted Accessory Signs

		Permitted Sign Types:	
		Wall	Freestanding
Standards	<i>Maximum Number</i>	N/A	One per building
	<i>Maximum Area</i>	Two sq. ft./lin. ft. of building frontage. In the case of multiple lot frontages, this sign area shall be computed and based on only one lot frontage.	Per building: 250 sq. ft. per face, up to two faces per sign. Per lot frontage: 1,200 sq. ft. per face, up to two faces per sign.
	<i>Maximum Height</i>	35 ft.	35 ft.
Permitted Sign Characteristics	<i>Static Illumination</i>	Permitted	Permitted
	<i>Animated Illumination</i>	Permitted	Permitted
	<i>Digital Display</i>	Permitted	Permitted

* * *

§14-408. SP-AIR, Airport (Special Purpose) District.

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(6) Signs.

(a) Accessory and non-accessory *signs* must be in compliance with applicable regulations issued by the Director of Commerce, which regulations shall ensure that all signs are compatible with the safety of airport users and are compatible in terms of size, density, location, and aesthetics with the surrounding area.

(b) Non-accessory signs must be in compliance with [§14-906] §14-905 (Non-Accessory Signs).

(c) [Signs may be freestanding or attached to a building or marquee, but may not project above the roof or wall coping.] *Freestanding, wall, and marquee signs shall be permitted. Signs shall not extend above the roof or wall coping.*

(d) [Allowed signs may be illuminated by interior lighting or lighting directed toward the signs, provided that they do not create glare upon adjacent lots.] *Static illumination shall be permitted.*

(e) [Any revolving devices which cause intermittent flashes of light to be projected] *Animated illumination* shall be prohibited, unless approved by the Director of Aviation for navigational purposes.

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(f) [Revolving signs] *Mechanical movement signs* require special exception approval in accordance with §14-303(7) (Special Exception Approval).

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CHAPTER 14-500 OVERLAY ZONING DISTRICTS

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§14-502 /CTR, Center City Overlay

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(7) Sign Regulations.

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(a) Convention Center Area.

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(.2) Regulations. Buildings occupying 50% or more of the total area of the block and having 50% or more of their frontage *on* Broad Street are, notwithstanding any other provisions of this Zoning Code, permitted to erect a system of accessory signs, including building [logo] *identification* signs, directional signs, freestanding signs, and temporary signs, not to exceed a combined total of 15 sq. ft. of sign area for each lineal foot of frontage along a public street line.

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(b) Center City Commercial Area.

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(.2) Prohibited Signs.

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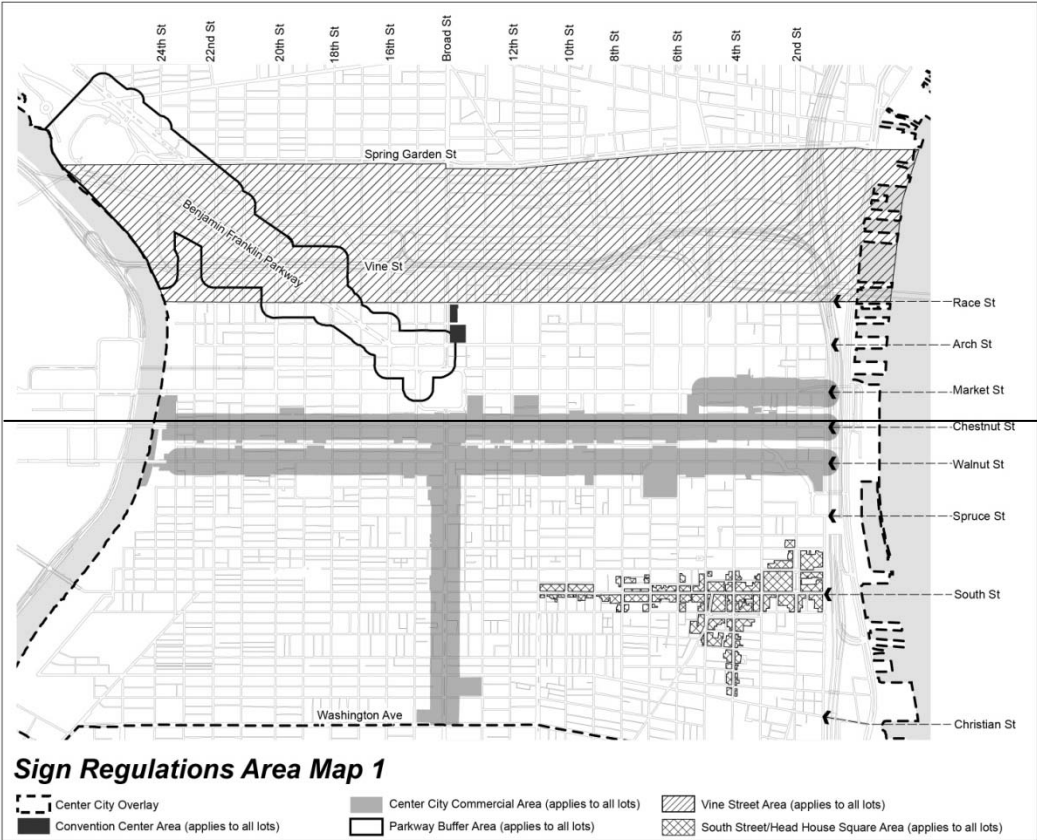
(b) [Flashing signs, intermittent or flashing light sources, revolving signs, animated signs, and roof signs (excluding signs identifying the name or address of a building) are] *Animated illumination is prohibited.*

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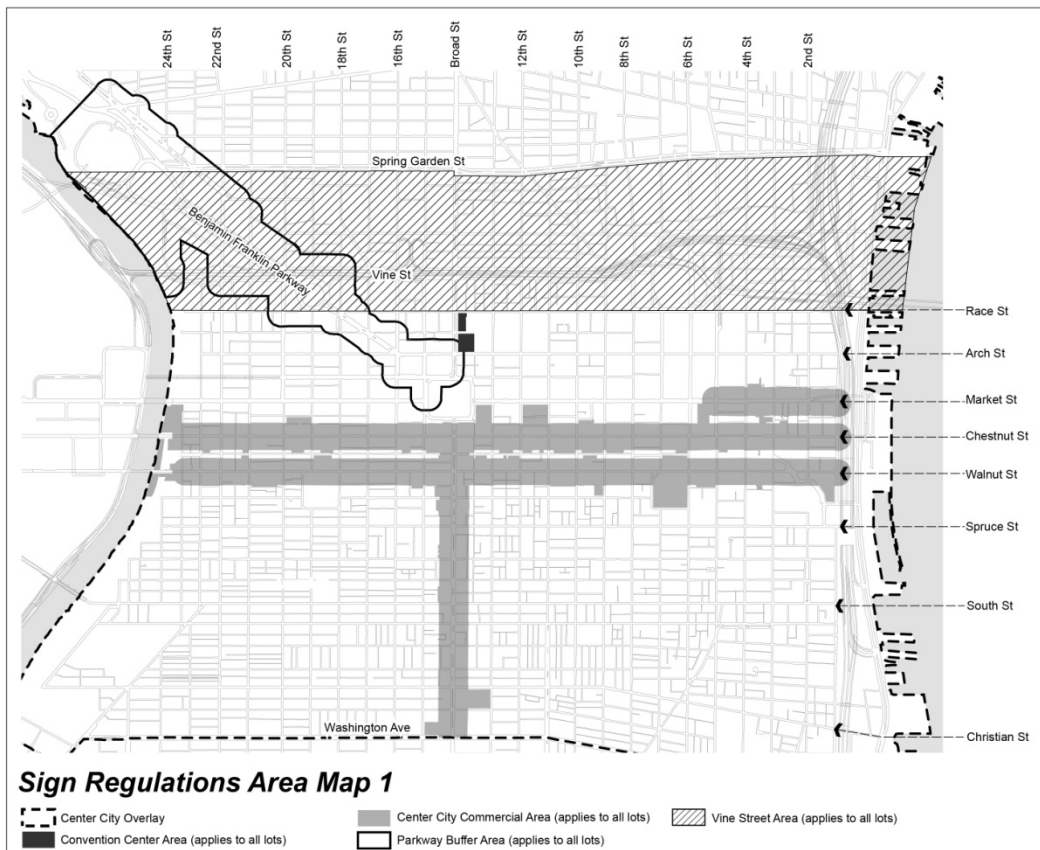
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(d) [South Street/Head House Square Area] Reserved. [No person may erect or maintain any sign in the South Street/Head House Square Area other than an accessory wall sign (See Sign Regulations Area Map 1 for illustrative purposes only). Lots facing one street line are permitted a total sign area of three sq. ft. for each lineal foot of street line. Lots facing more than one street line are permitted a total sign area as follows:

- (.1) For the shorter street line frontage, a maximum sign area of three sq. ft. for each lineal foot of street line;
- (.2) For the longer street line frontage, a maximum sign area of two sq. ft. for each lineal foot of street line or the equivalent sign area permitted upon the shorter street line frontage, whichever is greater;
- (.3) Where a lot has two or more short and/or two or more long street line frontages, the provisions of §14-502(7)(d)(.1) and §14-502(7)(d)(.2) apply to each of the street frontages; and
- (.4) The total of the sign areas permitted in §14-502(7)(d)(.1) and §14-502(7)(d)(.2) may be combined on one street frontage.]

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(e) Vine Street Area.

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* * *

(.2) **Freestanding Signs.** Accessory and non-commercial *freestanding* signs [that are freestanding structures on the ground] are permitted at a height not to exceed 15 ft., [measured from the average level of the ground to the top of said structure.] Freestanding signs are permitted a maximum of two sign facings and a maximum of 16 sq. ft. for each sign facing.

(.3) **Building [Logo] Identification Signs.** Building [logo] *identification* signs and non-commercial signs that are located above the bottom of the second floor are permitted upon approval by the Art Commission. The Art Commission has 60 days to approve or disapprove the application, after which its approval will be presumed. The approval of the Art Commission must take into account the impact of the proposed signage on the skyline and view corridors of Center City and the visual aesthetics of the area. [Any sign contrary to the goals and objectives of this Zoning Code must be disapproved.] *The Art Commission shall not approve any sign contrary to the goals and objectives of this Zoning Code.*

* * *

[(.5) **Highway Directional Signs.** Highway directional signs are permitted, provided that such signs contain no commercial message and do not exceed 20 sq. ft. in area or 10 ft. in height.]

* * *

[(.6)](.5) **Temporary Signs.** Temporary non-commercial signs and [temporary signs providing notice to the public that a property is for sale or for rent] *real estate signs* are permitted, so long as such signs do not exceed a total gross area of 25 sq. ft.

* * *

(h) **Southwark National Historic District.** [No animated, flashing, freestanding, portable, revolving, or roof signs may be erected or maintained] *Temporary and permanent freestanding signs and sign with animated illumination or digital displays are prohibited* within the Southwark National Historic District (see Sign Regulations Area Map 2 for illustrative purposes only).

* * *

(j) **Rittenhouse Square.** No signs may be erected [or maintained] within the Rittenhouse Square Area (see Sign Regulations Area Map 2 for illustrative purposes only) *unless approved by the Art Commission.* This [prohibition] *provision* does not apply to signs in place before *January 1, 1950.*

* * *

§14-503. /NCA, Neighborhood Commercial Area Overlay.

* * *

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(2) East Falls Neighborhood.

* * *

[(f) Signs. Signs shall be permitted at a ratio of three sq. ft. per lineal foot of street frontage, subject to any exceptions or limitations imposed below:

(.1) Only the following types of signs shall be permitted:

(.a) Flat wall signs;

(.b) Projecting signs, provided that such signs do not exceed one projecting sign per lot and are limited to nine sq. ft. per face; and

(.c) Freestanding signs, provided that such signs do not exceed a maximum of six ft. in height, and further provided that such freestanding signs are attached directly to the ground and are not supported by any columns, poles or uprights. Free standing signs must be located in a landscaped area the least dimension of which shall be no less than six ft. and the size of which shall be no less than twice the area of the faces of the free standing sign;

(.2) Internally illuminated signs shall be limited to neon tubing, individual letters affixed to the building or in the windows of the building, or internally illuminated signs with an opaque background.

(.3) Signs with flashing or intermittent illumination shall be prohibited.

(.4) Signs that revolve or are mechanically moved shall be prohibited.]

* * *

(5) [Passyunk Avenue] *Reserved.*

[(a) Applicability. The requirements of this Passyunk Avenue /NCA Overlay district apply to all commercially-zoned lots with frontage on Passyunk Avenue between Washington Avenue and 25th Street and to all other properties located in the East Passyunk Avenue Business Improvement District as delineated in Bill No. 020431 (approved December 17, 2002), as shown on the following Passyunk Avenue maps for illustrative purposes only.

(b) Signs. Accessory signs are subject to the following regulations:

(.1) Lots facing one street line shall be permitted a total sign area of three sq. ft. for each lineal foot of street line.

(.2) Lots facing more than one street line shall be permitted a total sign area as follows:

(.a) For the shorter street line frontage there shall be permitted a sign area of three sq. ft. for each lineal foot of street line;

(.b) For the longer street line frontage there shall be permitted a sign area of two sq. ft. for each lineal foot of street line, provided, that in no case shall the total

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sign area permitted on the longer street line frontage be less than the equivalent sign area permitted upon the shorter street line frontage;

(.c) Where a lot has two or more short and/or two or more long street line frontages, the provisions of (.a) and (.b) shall apply to each of said street frontages; and

(.d) The total of the sign areas permitted in sub-paragraphs (.a) and (.b) may be cumulated on one street frontage.

(.3) Wall signs shall be permitted, provided that for each building the aggregate square foot coverage shall be limited to a maximum area of one square foot for each lineal foot of store frontage, such signs shall project no more than 12 in. from the principal face of the building, and the top of such signs shall extend no higher than the bottom of the window sills or projecting bay located on the second story of the building face or 14 ft. above the street line, whichever is lower. In no case shall any sign exceed 20 sq. ft. in area. The copy on such signs shall not be less than six in. high. Internally illuminated box type signs and plastic faced signs shall not be permitted.

(.4) One projecting sign shall be permitted for each store front business subject to the prior written approval of the Art Commission. Such sign shall occupy a maximum area of nine sq. ft. per face, and the top of such sign shall extend no higher than the window sill or projecting bay located on the second story of the building face, or 14 ft. above the sidewalk, whichever is lower. Such signs shall be non-illuminated, and constructed of traditional materials. Plastic faced signs shall be prohibited.

(.5) One storefront window sign shall be permitted, provided that it is limited to a maximum area of eight sq. ft. Such signs shall not be illuminated.

(.6) Flashing, animated, or roof mounted signs shall not be permitted.]

(6) Ridge Avenue.

* * *

[(d) Signs.

(.1) Prohibited Signs.

- (.a) Non-accessory signs.
- (.b) Internally-illuminated box signs.
- (.c) Internally-illuminated awning signs.
- (.d) Freestanding pole signs and monument signs.
- (.e) Signs mounted to rooftops or that project above the main cornice line.
- (.f) Signs with flashing or intermittent illumination.
- (.g) Signs with digital electronic messages.

(.2) General Sign Standards.

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(a) Only business signs relating to current building use shall be permitted.

(b) Projecting signs shall be permitted subject to prior written approval of the Art Commission.

(.3) Wall Sign Standards

(a) Wall signs are permitted, provided that they consist of a single panel or consist of individual letterforms mounted onto the face of a building or a supporting framework. The individual letter-forms may be internally-illuminated.

(b) One wall sign is permitted for each ground floor business address.

(c) Corner properties are permitted one wall sign for each building face facing a public street.

(d) The area of a wall sign shall not exceed one and one-half sq. ft. per linear foot of street frontage, with a maximum area of 40 sq. ft. Letters shall not be taller than 18 in. in height and not shorter than eight in. in height. Wall signs shall not protrude more than 10 in. from the building face.

(.4) Projecting Sign Standards.

(a) One projecting sign is permitted for each ground floor business address.

(b) Corner properties are permitted one projecting sign for each building face facing a public street.

(c) Projecting signs shall not project more than three ft. from the face of the building. The vertical dimension of projecting signs on a single-story building shall not exceed four ft. The vertical dimension of projecting signs on multi-story buildings shall not exceed eight ft.

(d) The top of any projecting sign shall not be higher than the main cornice line. The lowest part of any projecting sign shall be at least nine ft. above the sidewalk.

(.5) Awnings and Awning Sign Standards.

(a) Letterform and logo images are permitted only on the sloped surface or on the vertical front panel of an awning.

(b) Awnings with signs shall not project more than four ft. over the sidewalk. Letters applied to awnings shall not exceed eight ft. in height.

(c) The top of an awning sign shall extend no higher than the bottom of the window sills or projected bay located on the second story of the building face or 14 ft. above the street line, whichever is lower.

(.6) Window Sign Standards.

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(a) Window signs are permitted, provided that they consist of letterforms or logo art applied to the interior surface of the glass shopfront or entry door.

(b) Neon signs consisting of letterforms or logo art are permitted behind windows.

(c) Second floor businesses are permitted one window sign.

(d) The total area of window signs shall not exceed 15% of the area of the glass panel to which they are attached. The total area of signs on clear glass door panels shall not exceed 10% of the area of the glass panel to which they are attached.

(.7) Temporary Sign Standards.

(a) Temporary signs, such as “grand opening” promotional signs, are permitted, provided that they are removed after a period of not longer than 14 days.

(b) The total area of all temporary signs shall not exceed nine sq. ft.

(.8) Merchandise Sign Standards.

(a) Any number of merchandise signs that advertise specific brands or products sold are permitted.

(b) The total area of all merchandise signs shall not exceed nine sq. ft.]

* * *

§14-504. /NCO, Neighborhood Conservation Area Overlay.

* * *

(6) Overbrook Farms.

* * *

(d) Design Standards.

* * *

[(.2) Signs. The requirements of this §14-504(6)(d)(.2) (Signs) shall apply only to properties containing the additional permitted uses identified in §14-504(6)(c) (Additional Permitted Uses).

(a) Non-accessory signs are prohibited.

(b) Signs shall not be erected nor project above the roof line or wall coping.

(c) Signs shall be permitted at a ratio of one sq. ft., per lineal foot of street frontage. For corner buildings with one side on 63rd Street, building frontage for calculation of sign area is that facing 63rd Street only.

(d) Only the following types of signs shall be permitted. A total of three signs shall be permitted for each property, from the following:

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(i) One flat wall sign per street front. The top of such sign shall extend no higher than the bottom of the window sill, the bottom of projecting bay located at the second story of the building, or 14 ft. above the street line, whichever is lowest. No sign shall obscure or extend across a glazed transom or other window opening. In no case shall any sign exceed 40 sq. ft. in area. The copy of such signs shall not be less than six in. in height;

(ii) One projecting sign, provided that it is limited to a maximum surface area of 12 sq. ft. per face, and the top of such sign shall extend no higher than the bottom of the window sill or projected bay located on the second story of the building facade or 14 ft. above the sidewalk, whichever is lowest. The bottom of the sign shall be no lower than eight ft. above the sidewalk. The copy of such sign shall not be less than six in. in height;

(iii) One storefront window sign provided that it is limited to a maximum area of 10% of the window area. Such sign shall be limited to individual letters or numerals on the window glass itself. Poster signs are prohibited;

(iv) One awning sign per street front, as an alternative to a flat wall sign. The bottom of any awning or canopy shall be at least eight ft. above grade or sidewalk. The sign copy shall be limited to the front plane of the canopy. The top of the awning or canopy may not extend above the sill line of the second floor windows, or 14 ft. above grade. Backlit awnings are not permitted.

(e) Signs may be externally illuminated; provided the illumination shall be focused upon the sign itself, so as to prevent glare upon surrounding areas;

(f) Box type internally illuminated signs (except for backlit "halo" signs, neon tubing and individual letters affixed to the building or windows of the building) shall be prohibited;

(g) All signs, including support hardware, shall be removed at the end of their useful life;

(h) Sign lettering and other graphic information shall be neatly and evenly formed, surfaces shall be true and properly prepared and finished and joints shall be neatly formed; and

(i) Nonconforming signs shall not be repaired, altered or moved in any substantial manner, and shall be removed at the termination of their useful life.]

* * *

§14-509. /CAO, City Avenue Overlay District.

* * *

(3) Regulations.

* * *

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(q) Signs. *Accessory signs shall be limited to one sign of the following maximum size along each building frontage:*

- (.1) Wall sign: 65 sq. ft.*
- (.2) Projecting sign: 25 sq. ft.*
- (.3) Freestanding sign: 50 sq. ft.*

[For all nonresidential uses, the total area of all flush mounted and awning signage for each building tenant shall not exceed two sq. ft. for each foot of lineal building frontage. In all cases, individual signs are limited in square footage, as described in the following guidelines. For corner buildings, building frontage for calculation of sign area is that facing the principal street front. Any lot with a lot width of less than 25 ft. at the street line may use the lot width at the building line for calculating the maximum signage permitted under this section.

(.1) Prohibited Signs.

The following signs are not permitted:

- (.a) Non-accessory signs.
- (.b) Backlit or internally illuminated awnings.
- (.c) Translucent internally illuminated sign faces with a backlit background.

(.2) Flush-Mounted Signage. The following standards shall apply to letters, numerals, or logos mounted parallel to the building as individual letters or contained in a sign panel:

- (.a) Number of signs: One per tenant per street front. For a corner property, one sign is permitted for each street front.
- (.b) Mounting height: 20 ft. maximum, provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less. All signs must be located below the cornice line, or in the case of a flat roof, below the roof parapet.
- (.c) Depth of sign: Wall signs must not project more than 12 in. from the building wall.
- (.d) Maximum total area of signs: 30 sq. ft. for ground floor retail establishment.

(.3) Projecting Signage.

- (.a) Projecting signs shall have a maximum sign area of 20 sq. ft. for ground floor retail establishment and 12 sq. ft. for all other signs.
- (.b) Number of signs: one per ground floor establishment, plus one for any public building entrance not serving a ground floor establishment.

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(c) Mounting height: 20-foot maximum provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less, and does not have less than eight ft. of vertical clearance above grade or sidewalk.

(d) Maximum projection: five ft.

(.4) Banner Signage. These standards apply to fabric or rigid material mounted with use of poles, typically oriented perpendicular to structure facade.

(a) Area of banner: Less than or equal to 25 sq. ft.

(b) Banners shall be spaced no closer than 20 ft. apart, and centered within architectural elements.

(c) Projection: Banners shall not project more than three ft. into the public right-of-way.

(d) Mounting height: Bottom of banners shall be mounted at least 14 ft. above grade or sidewalk and shall not extend above the third story of the structure.

(e) Only one banner sign is permitted per property.

(.5) Freestanding Signs.

(a) Freestanding signs shall only be permitted for existing nonconforming buildings and buildings approved by variance that are setback from the street line such that the building facade is not readily visible from passing traffic. Freestanding signs existing as of August 17, 2009 may be replaced. The replacement sign must be a monument sign with a maximum height of eight ft.

(b) The area of a freestanding sign may not exceed 50 sq. ft.

(.6) Signs on Awnings. Logo or tenant marks shall be limited to the valance of an awning or the front plane of the awning.

(.7) Wall Plaques. These standards apply to small, pedestrian-oriented informative signs that may convey information such as hours of operation or take the form of directories, menu cases, or convey historical building information:

(a) Area of Sign: Up to six sq. ft. in area, not projecting more than three in. from a building wall.

(b) Number of Signs: two per usable entry.

(c) Mounting Height: five ft. on center above grade or sidewalk.

(d) Illumination. Only halo lit or backlit letters are permitted.

(.8) Storefront Window Graphics. Painted, etched, or similarly affixed window graphics with the tenant's mark or hours of operation shall not obscure the interior view of a retail establishment and shall be no greater than 10% of the available window space.]

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* * *

CHAPTER 14-900. SIGNS.

§14-905. Non-Accessory Signs.

* * *

(12) Permits.

(a) Sign Permits shall be processed through the Zoning Permit process in [§14-204(11).] §14-303(6).

* * *

SECTION 2. Sections 14-901, 14-902, 14-903, 14-904 and 14-906 of The Philadelphia Code are hereby repealed. New Sections 14-901, 14-902, 14-903, 14-904, 14-906, and 14-907 are hereby adopted, to read as follows:

CHAPTER 14-900. SIGNS.

§14-901. Signs.

It is the intent of this Chapter 14-900 to designate the location, size, type, and features of all signs within the City, but not to engage in any form of content-based regulation of sign messages prohibited by the federal or state constitution, statutes, or court decisions. If any portion of this section is determined to include any form of impermissible content-based regulation, that provision shall be severed from the remainder of this Chapter 14-900 and shall be revised to reflect the least possible change that avoids impermissible content-based regulation, and the remainder of this Chapter shall remain in effect. It is the specific intent of the City that any unintentional impermissible content-based regulations not result in the invalidation of this Chapter 14-900.

§14-902. Applicability.

(1) **Applicable to All Signs.** The provisions of this Chapter 14-900 apply to all accessory and non-accessory signs.

(2) **Specific Sign Controls.** In addition, specific sign controls in base zoning districts listed in Chapter 14-400 and overlay districts listed in Chapter 14-500 and sign controls applicable to specific uses pursuant to §14-603 apply. In the case of any inconsistency among the sign controls in different sections of this Zoning Code, the following rules of precedence shall apply: Any provision in Chapter 14-500 (Overlay Zoning District) shall control over any contrary provision; in all other cases, any

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provision relating exclusively to a Special Purpose (“SP”) district shall control; in all other cases, the strictest provision shall control.

(3) Sign Regulation Applicability Decision Tree. Figure 14-902-A orients the code user to those sections of this Chapter that describe whether a sign is permitted, and if so, what type of sign is allowed. Approval and variance processes are located in Chapter 14-300 (Administration and Procedures). Figure 14-902-A is provided for illustrative purposes only.

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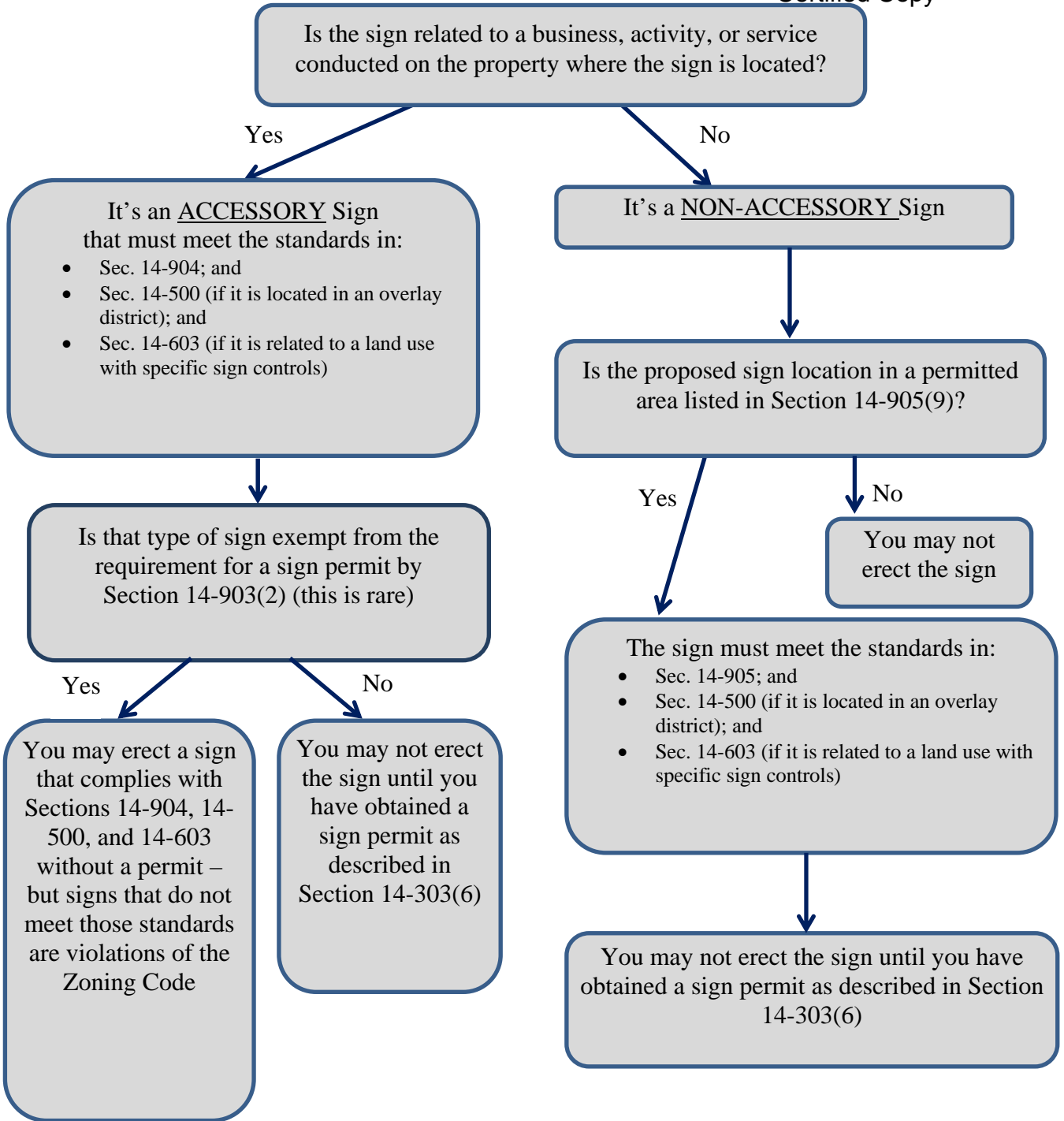


Figure 14-902-A: Sign Regulation Applicability Decision Tree

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§14-903. When a Zoning Permit is Required.

(1) Zoning Permit Required.

(a) No person shall perform any of the following actions without first obtaining a zoning permit from L&I pursuant to §14-303(6). This provision is applicable to all signs, including any sign required by state or federal law, unless exempted by §14-903(2).

(.1) Erect a sign;

(.2) Allow the continued placement of a sign; or

(.3) Convert any portion of an existing sign to a different type of sign, including but not limited to conversion from an accessory to a non-accessory sign or conversion from a non-digital to a digital sign.

(b) Any person owning, operating, or using any structure shall comply with the requirements of this Chapter and shall insure the compliance of all tenants with these requirements by lease or otherwise.

(c) No zoning permit to erect or use any sign shall be granted unless that sign:

(.1) Complies with the requirements of this Chapter 14-900 and the regulations issued pursuant to it;

(.2) Complies with all other applicable provisions of this Zoning Code;

(.3) Complies with the requirements of the Art Commission, where applicable; and

(.4) Complies with the regulations of the Department of Parks and Recreation, where applicable.

(2) Zoning Permit Not Required. The following actions related to signs may be performed without obtaining a zoning permit, but the resulting sign must conform to the provisions of this Zoning Code, and failure to conform is a violation of this Zoning Code.

(a) Changing sign content, including changes from commercial to non-commercial messages, on lawful signs, provided the content change does not involve any structural or electrical additions or changes.

(b) The placement of window signs, subject to the requirements of §14-904(1)(i) (Window Sign).

(c) The erection or placement of a directional sign required by state or federal law, subject to the requirements of § 14-904(1)(c).

(d) The erection or placement of a temporary sign not exceeding the following sizes:

(.1) In a Residential district: six sq. ft. per sign face.

(.2) In a Commercial, Industrial, or Special Purpose district: 12 sq. ft. per sign face.

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(e) The erection or placement of any sign within a premises that is not located and designed to be viewed by members of the public outside the premises. This includes all interior signs located (i) more than 18 in. away from any window, door, or other aperture through which they could be viewed from outside the premises or (ii) at an angle of more than 45 degrees from the plane of any window, door, or other aperture through which they could be viewed from outside the premises.

(f) The placement of any video or digital display with a screen area of less than one sq. ft. on a permitted primary structure, accessory structure, or piece of equipment and designed to be viewed only by an individual obtaining services or goods at that location. This includes digital or video screens on fuel pumps, car washes, and air filling stations.

(g) The customary maintenance of any sign.

§14-904. Accessory Sign Controls.

No accessory sign shall be erected anywhere in the City except in conformity with the applicable provisions of this §14-904 and all applicable sections of this Zoning Code, except where the provisions of this § 14-904 or other applicable provision of this Zoning Code is expressly superseded. Any accessory sign that does not conform to the requirements of this Zoning Code is declared a public nuisance. No reference to a particular type of use in this §14-904 shall be construed to imply that the use is allowed under circumstances different from those allowed under Chapter 14-600 (Use Regulations).

(1) Controls That Apply in All Zoning Districts. These controls apply to specific types of signs in all zoning districts in addition to any other controls imposed by this Zoning Code.

(a) Signs on Awnings and Canopies and Marquee Signs. Awnings, canopies, and marquees shall comply with the requirements set forth in §11-603 of The Philadelphia Code in addition to the requirements in this Code.

(b) Digital Display.

(.1) Location.

(.a) Digital displays are permitted in base zoning districts as set forth in Table 14-904-1.

(.b) Digital displays are prohibited within 200 ft. of any intersection of any two or more streets.

(.2) Sign Standards.

(.a) The duration of each digital display shall be no less than eight seconds. The change time between messages shall be no more than 0.25 seconds.

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(b) During daylight hours, luminance shall be no greater than 1500 nits. At all other times, luminance shall be no greater than 150 nits. Automatic dimming is required to maintain the appropriate illumination levels at all times.

(c) Directional Signs. Directional signs, including directional signs required by state or federal law, must comply with the following standards:

(.1) No directional sign shall exceed a total sign area of 10 sq. ft. or a height of 7 ft.

(.2) Logos are permitted on directional signs, provided they do not exceed 10% of the total sign area.

(.3) Projecting directional signs are permitted.

(.4) Animated illumination, digital displays, and mechanical movement signs are prohibited.

(d) Extension of Signs over Public Rights-of-Way.

(.1) This subsection (d) is applicable to any portion of a sign that extends over a public right-of-way.

(.2) Pursuant to §5-903 of The Philadelphia Home Rule Charter, Art Commission approval is required.

(.3) A sign, except in the case of a marquee sign or a sign on the front or sloped panel of an awning, shall be limited to the following extensions over public rights-of-way:

(.a) No more than six in. when the lowest part of the sign which extends over the right-of-way is less than eight ft. above the right-of-way;

(.b) No more than two ft. when the lowest part of the sign which extends over the right-of-way is between eight ft. and 10 ft. above the right-of-way; and

(.c) No more than 10 ft. or two-thirds of the width of any sidewalk, whichever is less, when the lowest part of the sign which extends over the sidewalk is more than 10 ft. above the sidewalk.

(e) Projecting Signs. A projecting sign shall not extend more than four ft. from the building façade to which it is attached.

(f) Roof Signs. Roof signs are prohibited in all zoning districts.

(g) Temporary Signs and Real Estate Signs.

(.1) Real Estate Signs.

(.a) Real estate signs shall not be calculated against the maximum sign area permitted by this Zoning Code.

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(b) A real estate sign in a Residential district shall not exceed the size set forth in §14-903(2)(d)(.1). A real estate sign in all other zoning districts shall not exceed the size set forth in §14-903(2)(d)(.2).

(2) Temporary Signs Other than Real Estate Signs.

(a) Temporary signs, except for signs that are exempt from the requirement to obtain a zoning permit by § 14-903(2), shall be calculated against the maximum sign area permitted by this or other applicable chapters on the site. Where permanent signage accounts for 100% of the maximum permitted sign area, temporary signs are prohibited.

(b) After a zoning permit for a temporary sign has been approved and the sign has been placed or erected, no application for a zoning permit for the same temporary sign or a substantially similar temporary sign on the same property may be accepted by L&I until at least three months after the expiration date of the approved zoning permit.

(h) Wall Sign. Wall signs shall not extend above the roof line or the second floor window sill of a structure, whichever is lower.

(i) Window Sign.

(.1) Window signs shall be limited to the ground floor, except that in CMX-2, CMX-2.5, CMX-3, CMX-4, CMX-5, CA-1, and CA-2 districts, window signs for businesses that are not located on the ground floor shall also be permitted in second floor windows. The total area of window signs per floor shall not exceed 20% of the total transparent glazed area of all windows and transparent glass doors on that floor.

(.2) The amount of area used for a window sign is permitted in addition to the maximum sign area permitted in §14-902(2) (Controls Applicable to Specific Zoning Districts and Defined Areas).

(.3) Digital displays are permitted on window signs in CMX-2, CMX-2.5, and CMX-3 districts, provided the digital displays do not exceed 4 sq. ft. total per building frontage.

(2) Controls Applicable to Specific Zoning Districts.

(a) Sign Controls Table 14-904-1. Additional sign regulations applicable to specific zoning districts are shown in the following tables, collectively labeled Table 14-904-1.

(.1) Sign Type. The columns labeled “Sign Type” indicate the types of signs permitted in the zoning district. Where a sign type is not listed in the table, it is prohibited.

(.2) Standards. The rows labeled “Standards” beneath each permitted sign type indicate the restrictions on the number of permitted signs, allowable sign area, and height for the corresponding permitted sign type. If two or more sign types are listed in the corresponding column, the standards shall apply to all of the permitted sign types

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in combination. For example, if a maximum sign area of 100 sq. ft. applies to wall signs and awning/canopy signs, then the total sign area of all wall signs and awning/canopy signs shall not exceed 100 sq. ft.

(.3) Sign Characteristics.

(.a) Static Illumination. A “Yes” in the row labeled “Static Illumination” indicates that constant illumination is permitted for the sign type in the corresponding column. A “No” indicates that static illumination is prohibited.

(.b) Animated Illumination. A “Yes” in the row labeled “Animated Illumination” indicates that animated illumination is permitted for the sign type in the corresponding column. A “No” indicates that animated illumination is prohibited.

(.c) Digital Display. A “Yes” in the row labeled “Digital Display” indicates that digital displays are permitted for the sign type in the corresponding column. A “No” indicates that digital displays are prohibited.

(.d) Mechanical Motion. A “Yes” in the row labeled “Mechanical Motion” indicates that mechanical motion is permitted for the sign type in the corresponding column. A “No” indicates that mechanical motion is prohibited.

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Table 14-904-1: Accessory Sign Controls for Specific Zoning Districts

		RSD-1/2/3, RSA-1/2/3, RTA-1, RMX-1/2	
		Permitted Sign Types:	
		Wall	Freestanding
Standards	Maximum Number	N/A	N/A
	Maximum Area (sq. ft. per lot frontage)	Home Occupations: 1 Non-Residential Uses: 15	Home Occupations: Prohibited Non-Residential Uses: 15
	Maximum Height	The lower of the roof line or second floor window sill	7 ft.
	Additional Requirements	N/A	Prohibited in required setbacks
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	No	No
	Mechanical Motion	No	No

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		RSA-4/5 and RM-1	
		Permitted Sign Types:	
		Wall	Freestanding
Standards	Maximum Number	N/A	N/A
	Maximum Area (sq. ft. per lot frontage)	Home Occupations: 1 Non-Residential Uses: 15	Home Occupations: Prohibited Non-Residential Uses: 15
	Maximum Height	The lower of the roof line or second floor window sill	7 ft.
	Additional Requirements	N/A	Prohibited in required setbacks
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	No	No
	Mechanical Motion	No	No

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		RM-2/3/4 and RMX-3	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	N/A
	Maximum Area (sq. ft. per lot frontage)	Home Occupations: 1 Non-Residential Uses: 24	Home Occupations: Prohibited Non-Residential Uses: 15
	Maximum Height	The lower of the roof line or second floor window sill	7 ft.
	Additional Requirements	N/A	Prohibited in required setbacks
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	No	No
	Mechanical Motion	No	No

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		CMX-1				
		Permitted Sign Types:				
		Wall and Projecting				
Standards	Maximum Number	Wall: N/A Projecting: 1 per frontage				
	Maximum Area (sq. ft. per lin. ft. of building frontage)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Lots with one building frontage:</td> <td style="border-left: 1px dashed black; text-align: center;">1</td> </tr> <tr> <td>Lots with more than one building frontage:</td> <td style="border-left: 1px dashed black;"> Short side(s): 1 Long side: 0.5 </td> </tr> </table>	Lots with one building frontage:	1	Lots with more than one building frontage:	Short side(s): 1 Long side: 0.5
	Lots with one building frontage:	1				
Lots with more than one building frontage:	Short side(s): 1 Long side: 0.5					
Maximum Height	The lower of the roof line or second floor window sill					
Permitted Sign Characteristics	Static Illumination	Yes				
	Animated Illumination	No				
	Digital Display	No				
	Mechanical Motion	No				

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		CMX-2 and CMX-2.5	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	Wall: N/A Projecting: 1 per frontage	1 per building
	Maximum Area	Lots with one building frontage: 3 sq. ft. per lin. ft. of building frontage Lots with more than one building frontage: Short side(s): 3 sq. ft. per lin. ft. of building frontage Long side: 2 sq. ft. per lin. ft. of building frontage	100 sq. ft. total
	Maximum Height	The lower of roof line or second floor window sill	20 ft.
Permitted Sign Characteristics	Static Illumination	Yes, except that in the CMX-2.5 district internally-illuminated cabinet signs shall be prohibited.	Yes
	Animated Illumination	No	No
	Digital Display	No	No
	Mechanical Motion	Yes	Yes

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		CMX-3	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	
	Maximum Area	Lots with one building frontage: 6 sq. ft. per lin. ft. of building frontage Lots with more than one building frontage: Short side(s): 6 sq. ft. per lin. ft. of building frontage Long side: 4 sq. ft. per lin. ft. of building frontage	100 sq. ft. per face; up to 2 faces
	Maximum Height	The lower of roof line or second floor window sill	
Permitted Sign Characteristics	Static Illumination	Yes	
	Animated Illumination	No	
	Digital Display	No	
	Mechanical Motion	Yes	

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		CMX-4/5	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per frontage
	Maximum Area	2 sq. ft. per lin. ft. of store frontage; 100 sq. ft. per sign	50 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	10 ft.
	Additional Requirements	Notwithstanding §14-904(1)(d), projecting signs shall not extend more than 24 in. over any public right-of-way	N/A
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	Wall: Yes Others: No	Yes
	Mechanical Motion	Yes	Yes

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		CA-1	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per lot
	Maximum Area	10 sq. ft. per lin. ft. of store frontage	200 sq. ft. / face, up to 2 faces
	Maximum Height	The lower of the roof line or second floor window sill	40 ft.
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	Wall: Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign Others: No	Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign
	Mechanical Motion	Yes	Yes

		CA-2	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per 15,000 sq. ft. of lot area
	Maximum Area	10 sq. ft. per lin. ft. of store frontage	150 sq. ft. per face, up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	40 ft.
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	Wall: Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign Others: No	Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign

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	Mechanical Motion	Yes	Yes
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		IRMX and ICMX	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per lot frontage
	Maximum Area	Lots facing one street line: 3 sq. ft./lin. ft. of building frontage Lots facing more than one street line: 3 sq. ft./lin. ft. of building frontage on the short side, 2 sq. ft./lin. ft. of building frontage on the long side	100 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	20 ft.
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	Wall: Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign Others: No	Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign
	Mechanical Motion	Yes	Yes

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		I-1	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per lot frontage
	Maximum Area	100 sq. ft. per lot frontage	100 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	20 ft.
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	No	No
	Digital Display	Wall: Yes Others: No	Yes
	Mechanical Motion	Yes	Yes

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		I-2/I-3/I-P	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	Others: N/A	1 per lot frontage
	Maximum Area	1 street front: 15 sq. ft./lin. ft. of building frontage 2+ street fronts: 15 sq. ft./lin. ft. on short side, 5 sq. ft./lin. ft. on long side	100 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	20 ft.
	Additional Requirements	N/A	N/A
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination	Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign	Yes, but not within 150 ft. of a Residential District or facing any Residential District within 300 ft. of sign
	Digital Display	Yes	Yes
	Mechanical Motion	Yes	Yes

Special Purpose Districts (Chapter 14-400)

Sign controls for the Special Purpose Districts are shown in the regulations for those districts in Chapter 14-400 (Base Zoning Districts).

(3) Building Identification Signs in CMX-4, CMX-5, IRMX, ICMX, and I-1 Districts. In the CMX-4, CMX-5, IRMX, ICMX, and I-1 districts, building identification signs in excess of the signage allowed by Table 14-904-1 are permitted on a building, provided they are approved by the Art Commission and comply with the following requirements:

(a) A building identification sign is permitted on each façade of a building, provided the signs contain the same message for the same single tenant on each facade.

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For example, the Widget Corporation could have an identical logo sign on each building façade of the building in which it is located.

(b) The bottom edge of a building identification sign must be at least 150 ft. high.

(c) Roof building identification signs shall be prohibited. Wall building identification signs shall not extend above the roof line.

(d) *Building identification signs with animated illumination or digital displays shall require special exception approval.*

(4) Special Controls for Cobbs Creek, Roosevelt Boulevard, and Department of Parks and Recreation Land.

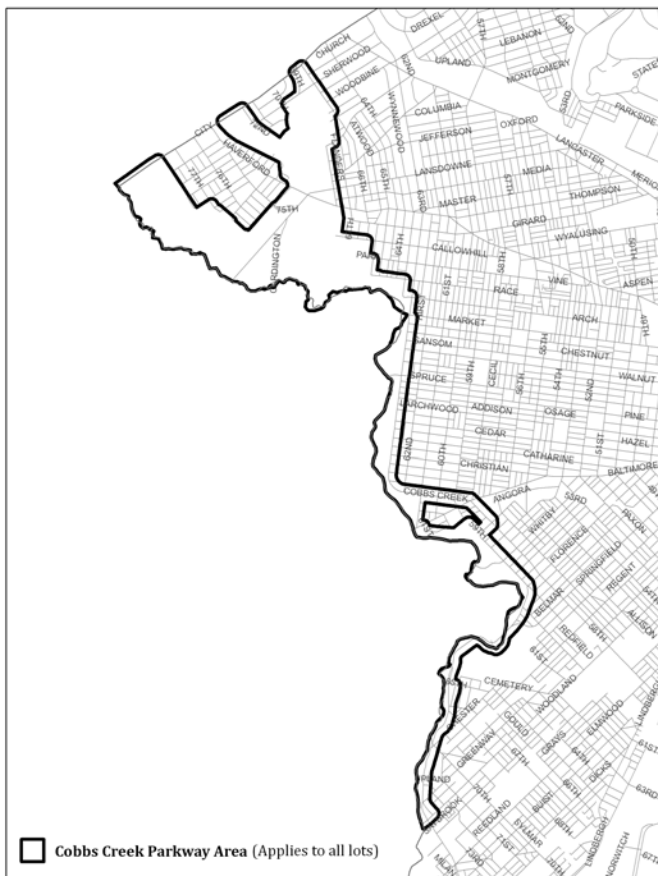
(a) **Applicability.** The standards of this subsection (4) shall apply to any signs:

(.1) Within the boundary lines of Roosevelt Boulevard or the Cobbs Creek Parkway, as those boundary lines are determined by the Streets Department;

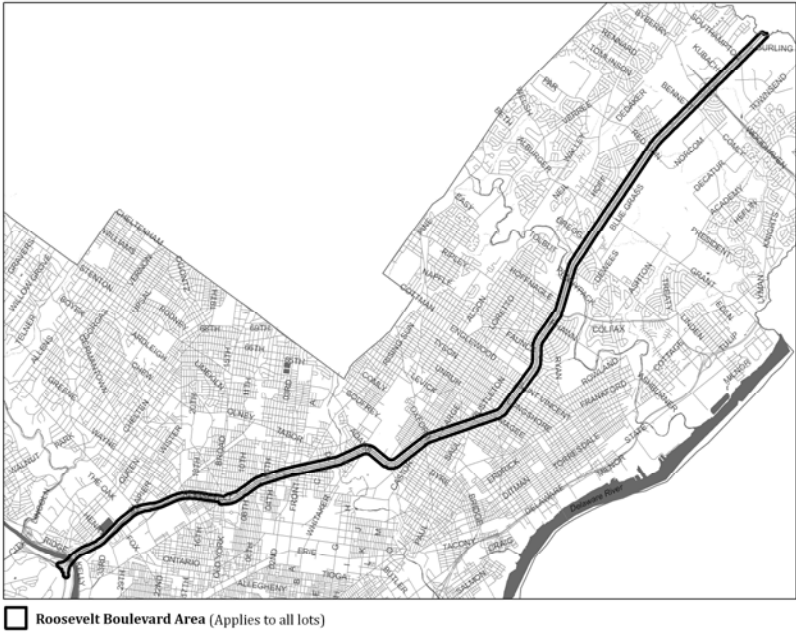
(.2) Within the boundary lines of Fairmount Park or Cobbs Creek Park;

(.3) Within 200 ft. of any boundary line set forth in subsection (.1) or (.2), if the sign is visible from within any area set forth in subsection (.1) or (.2); or

(.4) Within land under the jurisdiction of DPR.



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(b) Special Sign Review.

(.1) L&I shall only issue a zoning permit for a sign subject to the provisions of this subsection (4) if L&I determines that:

- (a) The sign complies with all applicable provisions of this Zoning Code,
- (b) The sign is in compliance with applicable regulations of DPR, and
- (c) The sign has been approved by the Art Commission.

(.2) A zoning permit shall be granted for the continued maintenance of any sign lawfully in existence within the areas defined in subsection (a), above, on December 31, 1969, without requiring compliance with any of the other provisions of this subsection. However, any such sign shall not be altered or moved in any substantial manner unless it is made to comply with all the requirements of this subsection.

* * *

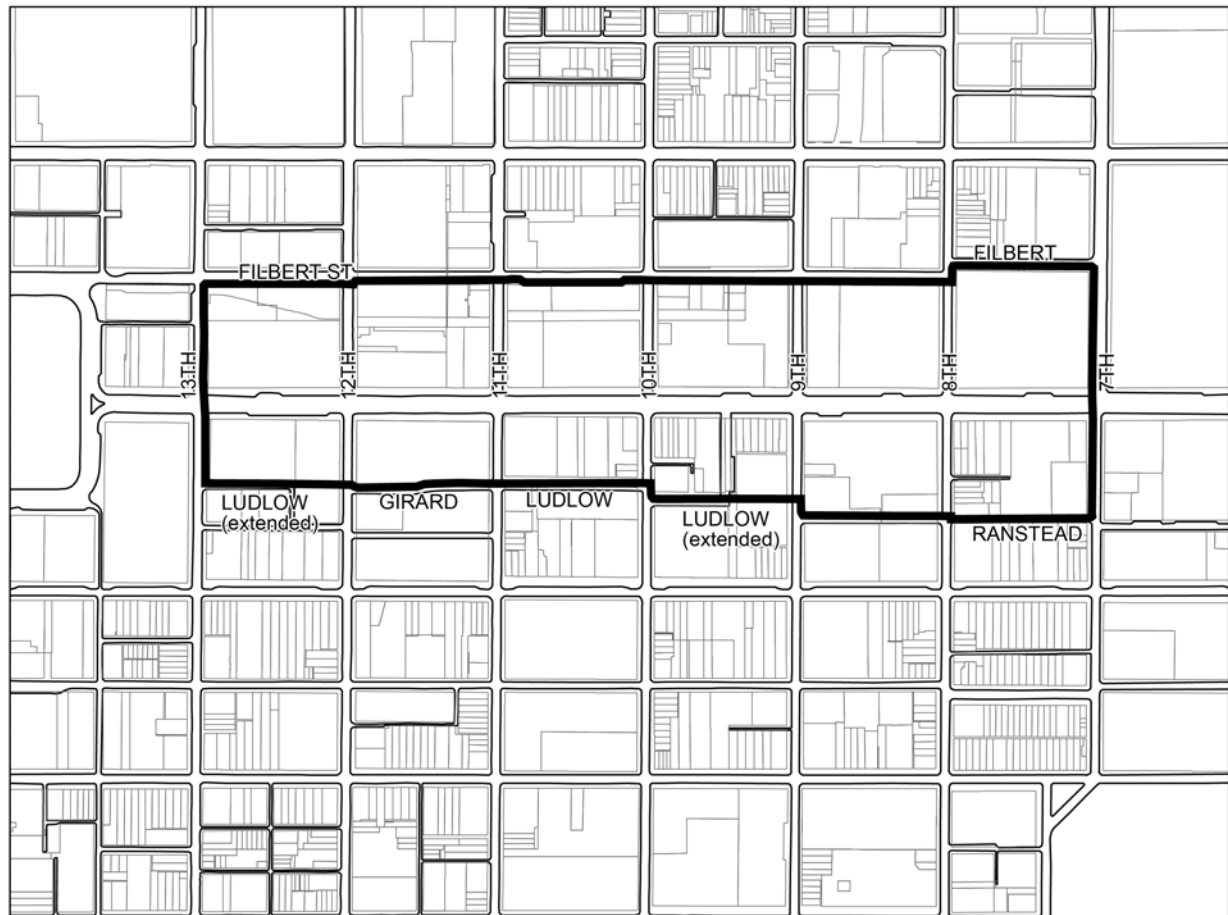
§14-906. Market Street East Sign Regulations.

(1) **District Boundaries.** The Market Street East Advertising District contains the area bounded by 13th Street, Filbert Street, 7th Street, Ranstead Street, 9th Street, Ludlow Street (extended), 10th Street, Ludlow Street, Girard Street, and Ludlow Street (extended), as shown in the following map for illustrative purposes only.

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 Market East Sign Regulation Area (See §14-906(2) for applicability)

(2) Applicability. The provisions of this §14-906 (Market Street East Advertising District) apply to accessory and non-accessory signs located in the Market Street East Advertising District, subject to all of the following:

(a) The owner of the property, or a tenant with the owner's authorization, has committed to use the gross proceeds, in whole or in part, from the erection or maintenance of such sign, including but not limited to any lease payments owing to the property owner, to offset the costs of public improvements, so long as the Commission has determined that the public improvements satisfy the criteria of subsection §14-906(4) (Criteria for Public Improvements).

(b) The sign shall be located on a property either with 100 ft. or more of frontage on Market Street, or belonging to a contiguous set of buildings under common ownership or management with a collective frontage on Market Street of 100 ft. or more. For the purposes of this subsection (b), two buildings are contiguous to one another if there are no other lots between them, even if there is a street between them.

(c) The sign shall be located no more than 100 ft. north or south of the lot line on Market Street.

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(d) Signs on or abutting a parking garage or surface parking lot with frontage on Market Street are exempt from this §14-906 (Market Street East Advertising District).

(3) Sign Regulations. The following regulations shall apply to signs that are subject to this §14-906 (Market Street East Advertising District), provided that the conditions of §14-906(4) (Criteria for Public Improvements) and §14-906(5) (Limitations), below, are satisfied. In the event of a conflict between any provision of this §14-906 and any other provision of this Zoning Code, the provision of this §14-906 shall control.

(a) The following types of accessory and non-accessory signs shall be permitted:

(.1) Wall signs;

(.2) Projecting signs, provided that the maximum projection onto a public right of way shall not exceed three ft. for the first 15 ft. of building height or five ft. for building heights in excess of 15 ft., and neither the bottom nor top edge of any projecting sign shall create an acute angle with the vertical wall from which it projects greater than 60 degrees; nor shall any such edge be perpendicular to such wall; and provided further that no antenna may be attached to a projecting sign.

(.3) Accessory freestanding signs, subject to the requirements set forth in Table 14-904-1 as applicable to the underlying zoning district;

(.4) Building identification signs, subject to the requirements set forth in §14-904(3), as applicable;

(.5) Real estate signs;

(.6) Temporary freestanding signs;

(.7) Roof signs, if located on a building on which a roof sign was situated at any time prior to January 1, 1950; and

(.8) Signs with animated illumination, mechanical motion, or digital displays, provided that:

(.a) The applicant submits documentation prepared by a licensed professional traffic engineer demonstrating to the satisfaction of the Commission that the sign will not create a material distraction to drivers of motor vehicles or otherwise present a safety hazard or substantially interfere with the peaceful enjoyment of the neighborhood; and

(.b) The following shall apply to accessory and non-accessory signs.

(i) §14-905(7) (Illuminated, Flashing, and Revolving Signs).

(ii) For digital displays, during daylight hours luminance shall be no greater than 2,500 nits. At all other times, luminance shall be no greater than 250 nits. Automatic dimming is required to maintain the appropriate illumination levels at all times.

(b) Signs shall not exceed 1,600 sq. ft. per sign face. The total aggregate sign area on any property, excluding any accessory sign area that would be permitted under

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Table 14-904-1, shall not exceed 24 times the property's linear footage along Market Street.

(c) The top edge of any sign shall not be located more than 90 ft. above street level; provided further that, on any building on which was situated a sign the top edge of which was located more than 90 ft. above street level at any time prior to January 1, 1950, a sign of no greater size and no greater height shall be permitted.

(d) L&I shall not issue a zoning permit for the sign until the Commission has reviewed plans of the sign and determined that the design of the sign structure does not detract from the building's key architectural or character-defining features.

(e) Non-accessory signs are exempt from the:

(.1) Spacing requirements of §14-905(2) (Spacing Requirements) and the distance from residential zoning district standards of §14-905(3) (Distances from Residential District Property).

(.2) Sign face regulations of §14-905(6) (Sign Face Regulations).

(.3) Prohibited area provisions of §14-905(10) (Prohibited Areas).

(.4) Permit procedures of §14-905(12)(b) through §14-905(12)(e).

(4) Criteria for Public Improvements. The Commission shall approve a public improvement only if it determines that all of the following criteria have been satisfied:

(a) The public improvement shall be located in the District and must materially improve the facade (including, but not limited to, facade lighting) or publicly accessible exterior of the property, or, if no such material improvements are needed, in the exclusive judgment of the Commission, the public improvement may improve either publicly accessible interior areas of the property or publicly accessible exterior of another property in the District, with permission of the other property's owner. Improvements to the publicly accessible exterior of a property may include improvements or connections to a public transit facility.

(.1) With regards to improvements relating to public transit, the applicant shall submit a letter from the public transit agency confirming that the agency (a) is aware of the proposed transit improvements; (b) approves the portion of the project that will be constructed on its property; and (c) verifies that the improvements are engineered and will be completed to accommodate peak hour travel in all directions.

(b) The public improvement requires a minimum investment of 10 million dollars, exclusive of any façade work directly associated with construction and operation of the sign.

(c) The public improvement has been completed prior to the application for a zoning permit, or will be completed pursuant to an approved investment schedule prepared in accordance with subsections (.1) through (.3), below. Upon completion of the public improvement, the applicant shall submit to the Commission a Final Certificate of

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Payment that it is confirmed by a licensed architect indicating that the applicant has completed the minimum required investment.

(.1) The applicant shall submit to the Commission a scope of work; construction documents and plans prepared by a licensed architect; and documentation of the total costs and investment schedule as prepared by a cost estimator certified by the American Society of Professional Estimators, the Society of Cost Estimating and Analysis, or AACE International.

(.2) The investment schedule shall indicate that a minimum of 6 million dollars will be invested within one year of issuance of all necessary permits and approvals for construction of the public improvement; and the total 10 million dollar required investment shall be made within two years of issuance of all necessary permits and approvals for construction of the public improvement. The applicant shall submit a Certificate of Payment that is confirmed by a licensed architect annually to the Commission to demonstrate compliance with the investment schedule.

(.3) The applicant shall post a bond or letter of credit in an amount equal to 10 million dollars in a form and with financial entities acceptable to the City. The City shall maintain an irrevocable right to draw on the bond or letter of credit if the owner fails to meet the approved investment schedule.

(5) Limitations.

(a) For any individual property:

(.1)The sign shall not be erected until the applicant has received the necessary permits and approvals for the public improvement required by subsection (2)(a), above.

(.2) The provisions of subsection (3), above, shall expire 20 years after the Commission issues its certification for such property under subsection (4)(c), above. The receipt of gross proceeds from the erection or maintenance of signs on the property in excess of the cost of the improvements required by subsection (2)(a), above, shall not cause the authorization to expire sooner.

(.3)The provisions of subsection (3), above, shall apply only for such periods of time when 60 percent or more of the property is either occupied or, in the judgment of the Commission, is being actively marketed, provided that no space shall be considered actively marketed if vacant for more than three years.

(.4)The provisions of subsection (3), above, shall not apply if the property owner is delinquent for more than six months on any taxes relating to the subject property owing to the City or the School District, or has any outstanding Code violations relating to the subject property that remain uncured more than six months after notice. A property owner shall not be considered delinquent, and a violation shall not be considered uncured, when there is pending a bona fide legal dispute concerning the tax liability or violation.

(.5)Upon expiration of the time period set forth in subsection (.2), above, or upon failure to comply with the provisions of subsections (.3), or (.4) above, the owner of

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the property shall remove any sign authorized by this §14-906 (Market Street East Advertising District), or, if the owner fails to do so, the Department may remove such sign and shall place a lien on the property for the costs of removal.

(c) The *individual* provisions of this §14-906 (Market Street East Advertising District) are not severable from the remainder of the provisions of this Code relating to the Market Street East Advertising District. Should a court of competent jurisdiction issue an order declaring any [part] *provision* of this [section (4)] §14-906 invalid or unenforceable, it is the intent of Council that all provisions of this Zoning Code relating to the Market Street East Advertising District would not have been adopted without such invalid or unenforceable provision and said provisions shall be null and void.

(d) Nothing in this §14-906 (Market Street East Advertising District) shall permit the erection or maintenance of a sign on any lot on which sits a building designated historic under Chapter 14-1000 (Historic Preservation) unless, in addition to any requirements imposed by Chapter 14-1000 (Historic Preservation), the Historical Commission determines that the sign is consistent with historic precedent with respect to such building and the sign does not materially obscure the view of the building's key architectural, historic or character-defining features.

(e) Other than a sign permitted by any provision of this Code other than this §14-906 (Market Street East Advertising District), no person shall place or maintain, or allow to be placed or maintained, within 1,000 ft. of any school, public playground, recreation center, child-care center or library, any sign advertising any tobacco product.

(f) Nothing in this §14-906 (Market Street East Advertising District) is intended to supersede any requirement of The Philadelphia Code not in conflict with the provisions of this §14-906 (Market Street East Advertising District), including but not limited to the requirements of Chapter 14-1000 (Historic Preservation).

§14-907. Maintenance and Nuisance Abatement. This §14-907 shall apply to accessory signs.

(1) All signs for which a permit is required or that are regulated by this Zoning Code, together with all their supports, braces, guys, and anchors, shall be maintained in good condition and in a safe manner and, when constructed of materials which require protection from the elements, shall be protected from the elements to prevent corrosion.

(2) A non-conforming sign shall be maintained in good condition, but it shall not be structurally altered so as to enlarge or extend the area or height of the sign or to convert it from a non-digital to a digital sign. However, a non-conforming sign shall not be reconstructed if for any reason it becomes necessary to replace the sign foundation.

(3) Nothing in this section is intended to prohibit L&I from removing at any time, without compensation, a sign that has been determined to be a public nuisance or unlawfully in existence under any other provision of The Philadelphia Code.

SECTION 3. Effective date. This Ordinance shall be effective immediately.

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CERTIFICATION: This is a true and correct copy of the original Bill, Passed by the City Council on December 13, 2012. The Bill was Signed by the Mayor on January 14, 2013.



Michael A. Decker
Chief Clerk of the City Council