



City of Philadelphia

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

BILL NO. 210470

Introduced May 20, 2021

**Councilmember Parker
for
Council President Clarke**

**Referred to the
Committee on Rules**

AN ORDINANCE

Amending Chapter 14-900 of The Philadelphia Code, entitled "Signs," by providing for new sign controls, entitled "1900 Market Street Digital Display Sign Regulations"; all under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

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

TITLE 14. ZONING AND PLANNING

* * *

CHAPTER 14-900. SIGNS

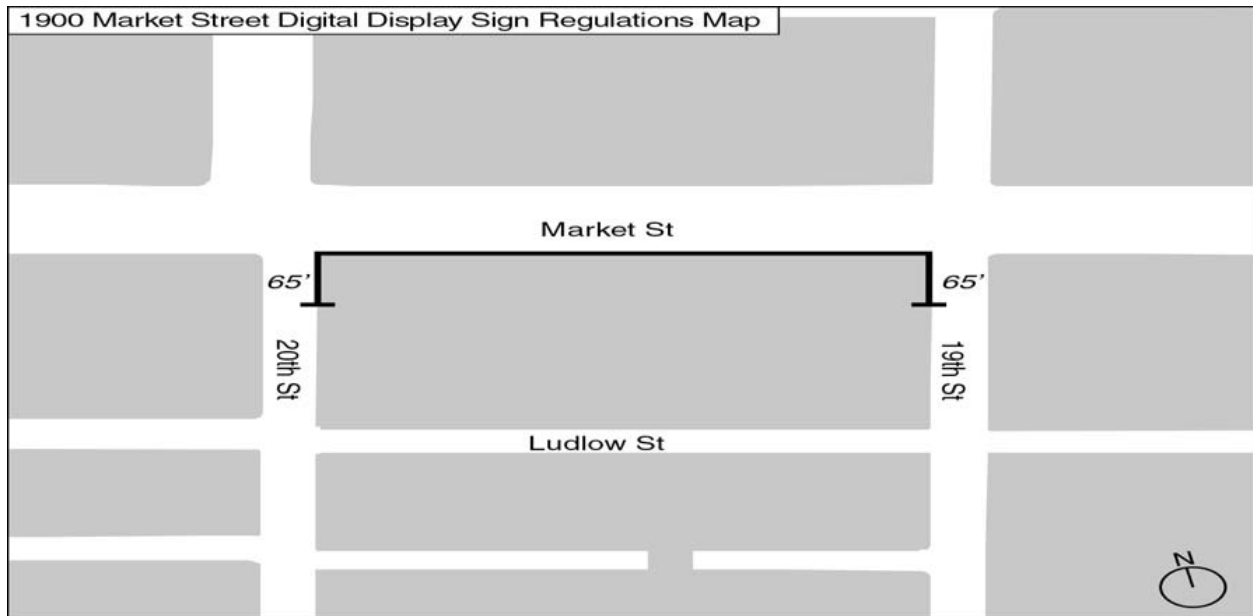
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§ 14-907. 1900 Market Street Digital Display Sign Regulations.

*(1) **Applicability.** The provisions of this Section 14-907 (1900 Market Street Digital Display Sign Regulations) apply to the west side of 19th Street from a point 65 feet south the south side of Market Street to Market Street, the south side of Market Street between 19th Street and 20th Street, and the east side of 20th Street from Market Street to a point 65 feet south of the south side Market Street, as shown in the following map for illustrative purposes.*

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(2) **Exempt provisions.** Digital display accessory signs that comply with the provisions of subsection (3) below shall be permitted and shall not be required to comply with the following provisions of this Zoning Code:

- (a) Any sign controls set forth in Chapter 14-400 (applicable to base zoning districts) or Chapter 14-500 (applicable to overlay zoning districts).
- (b) § 14-904 (Accessory Sign Controls).

(3) **Sign Regulations.** The exemptions set forth at subsection (2), above, shall apply to digital display accessory wall signs that comply with the following:

- (a) The top edge of the sign shall be no higher than 50 feet above street level.
- (b) Vertical dimension of any digital display accessory sign shall not exceed 3.5 feet of active display area.
- (c) Total digital display accessory sign area on each applicable street frontage shall not exceed 3.5 square feet for each 1 lineal foot of lot line street frontage.
- (d) Hours of display are limited to 7:00 AM to 8:00 PM, during Eastern Standard Time, and 7:00 AM to 9:00 PM during Eastern Daylight Time.

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- (e) Primary illumination of the digital display accessory signs shall be internal and shall use ambient light sensors to automatically reduce the intensity of the illumination during periods of darkness.*
- (f) The intensity of the luminance of a digital display accessory sign shall not exceed a maximum of 7,500 nits and shall not exceed 0.3-foot candles of light above the ambient light levels.*
- (g) Digital display accessory signs shall be made available to display public service announcements, upon request of the City Representative, or National Amber Alert System displays and messages as the National Amber Alert System provides such alerts that are applicable to the locations of each digital display accessory sign.*
- (h) The applicant shall submit documentation prepared by a licensed professional traffic engineer demonstrating to the satisfaction of the Streets Department that the digital display accessory 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.*

SECTION 2. This Ordinance shall take effect immediately.

Explanation: [Brackets] indicate matter deleted.
Italics indicate new matter added.

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