

Legislation Text

File #: 120920, **Version:** 1

Amending Title 14 of The Philadelphia Code, entitled “Zoning and Planning,” by amending Section 14-905, entitled “Non-Accessory Signs,” by permitting certain non-accessory outdoor advertising signs within the area bounded by 7th Street, Spring Garden Street, 6th Street, and Willow Street, all under certain terms and conditions.

WHEREAS, The area bounded by 7th Street, Spring Garden Street, 6th Street, and Willow Street is an area for entertainment and social gathering, including such businesses as the Electric Factory, J.D. McGillicuddy’s and various other Club uses; and

WHEREAS, Large “wall displays” on buildings can accentuate the vibrancy of an area and heighten the public’s sense of the area as a locus of entertainment, dining, retail and hospitality activities, and thereby attract more entertainment, shoppers and tourists; and

WHEREAS, Wall displays are common to high density hospitality, entertainment and retail areas in many global cities; and

WHEREAS, Wall displays generate revenues that can be directed to support the reuse and rehabilitation of underperforming or outmoded buildings, and generate licensing and/or permit fees that offset the City’s cost of regulating such displays; and

WHEREAS, A Community Benefits Agreement exists between Callowhill Center Associates and The Center City North Improvement Coalition to which the respective signatories intend to be bound; now, therefore

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.

* * *

§ 14-905. Non-Accessory Signs.

* * *

(12) Regulations Applicable to the Area Bounded by 7th Street, Spring Garden Street, 6th Street, and Willow Street.

Notwithstanding any other provision of this Title to the contrary, static or digital wall non-accessory outdoor advertising signs ("Signs") shall be permitted on one side only of buildings within the area bounded by 7th Street, Spring Garden Street, 6th Street and Willow Street, provided:

(a) The area of each sign face is no less than one thousand two hundred (1,200) square feet and is no more than ten thousand (10,000) square feet;

(b) The bottom of the sign is at least thirty feet (30') above grade, and the top of the sign is no more than one hundred ten feet (110') above grade;

(c) The building on which the Wall Signs are displayed meets the following conditions:

(.1) The height of the building is no less than seventy feet (70');

(.2) The building has a minimum floor area of one hundred thousand (100,000) square feet;

(.3) The building has a minimum public street frontage of one hundred fifty feet (150');

(.4) The building is not an historic building listed as such on the National Register of Historic Places or on the Philadelphia Register of Historic Places;

(.5)The building is not a parking garage or other building where more than fifty percent (50%) of the floor area of its above-ground structure is a parking garage.

(d) The Wall Signs shall not display any commercial advertising for tobacco products or alcoholic beverages.

*[(12)] (13) * * **

*[(13)] (14) * * **

*[(14)] (15) * * **

SECTION 2. The Community Benefits Agreement between Callowhill Center Associates and The Center City North Improvement Coalition, dated and signed December 3, 2012, shall be made a part of this Ordinance and attached as Appendix A.

SECTION 3. This Ordinance shall take effect immediately.

Explanation:

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

APPENDIX A