



City of Philadelphia

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

BILL NO. 110563
(As Amended, 11/1/11)

Introduced September 8, 2011

Councilmember DiCicco

**Referred to the
Committee on Rules**

AN ORDINANCE

Amending Title 14 of The Philadelphia Code, entitled "Zoning and Planning," by amending Section 14-1604, entitled "Outdoor Advertising and Non-Accessory Advertising Controls," by permitting certain non-accessory outdoor advertising signs within the area bounded by 7th Street, Spring Garden Street, 6th Street, and Willow Street, 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 wrap 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 wrap displays are common to high density hospitality, entertainment and retail areas in many global cities; and

WHEREAS, Wall wrap 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; 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:

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TITLE 14. ZONING AND PLANNING.

* * *

CHAPTER 14-1600. MISCELLANEOUS.

* * *

§ 14-1604. Outdoor Advertising and Non-Accessory Advertising Controls.

* * *

(13) *Notwithstanding any other provision of this Title to the contrary, one (1) static or digital mesh wall wrap non-accessory outdoor advertising sign (“Wall Wrap Sign”) shall be permitted on buildings within the area bounded by 7th Street, Spring Garden Street, 6th Street and Willow Street, provided:*

(a) *The area of the sign face is no less than seven thousand (7,000) 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 Wrap Sign is 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.*

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

[(13)] (14) * * *

[(14)] (15) * * *

[(15)] (16) * * *

[(16)] (17) * * *

SECTION 2. This Ordinance shall take effect immediately.

Explanation:

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

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